

Cindy Landers

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SUMMARY

Are you seen and known for your achievements? Let me shape your brand legacy. Brand and communications leader with 30+ years of experience building, integrating, and revitalizing brands across energy, automotive, safety, and environmental sectors. Career origins in television news anchoring and feature journalism; current focus on brand storytelling, change communications, and C-suite leadership messaging. Currently pursuing a BFA in Creative Writing at Full Sail University (expected October 2027).

CORE COMPETENCIES

Brand storytelling & communications. Brand platform architecture, positioning, narrative development, speechwriting, C-suite ghost-writing, broadcast scripts, long-form features.

Versatile writing across formats. Technical, scientific, journalism, speech, broadcast, historic, and brand narrative.

Change management & employee engagement. Acquisition integration, post-crisis communications, leadership messaging, and global culture-building.

Crisis & media relations. Investigative reporting background; crisis comms in energy and post-disaster contexts; mainstream, trade, and social channels.

Brand & business strategy. IPO preparation, M&A integration, agency management, competitive analysis, budget planning, and agency management across 24 countries.

PROFESSIONAL EXPERIENCE

Shifted Syntax — Independent Consultancy

2017 – Present

Founder. content and digital strategy, brand development, AI strategy, and experiential communications across scientific glass manufacturing, healthcare, adventure travel, nonprofit, and energy sectors.

Total Safety

2013 – 2017

Global Director, Marketing and Communications. Integrated 21 brands and 5,000 employees across 24 countries under one global brand. The initial project was BP Deepwater Horizon cleanup communications, completed in April 2014.

BP Worldwide

Feb – July 2013

Senior Manager, Change Communications and Engagement. Safety and Operational Risk Competence Management project — developed planning, performance, and engagement tools for line managers globally.

R360 Environmental Solutions

2012 – 2013

Director, Strategic Marketing and Communications. Integrated 16 brands and led IPO brand-building; the company sold for \$1.3 billion within three years of inception with \$350 million in revenue, thanks in part to intense brand visibility.

Obsidian Technical Communications

2007 – 2012

Senior Consultant and Project Manager for BP Legal, Chevron, ExxonMobil, Halliburton, Landmark, and Technip. Led global harmonization of 400 BP Legal contracts attorneys, including rollout training.

Marketing Communications Consultant

2006 – 2007

Independent engagements with BP (Houston, Chicago, Gulf of Mexico, Atlantis first oil), Shell Retail, Hollywood Video, and IMG Sports Entertainment and Media Management.

Shell Oil — Houston, Texas

2001 – 2006

Director, Public Relations and Marketing Communications. Role evolved through Shell's acquisition of Pennzoil-Quaker State where I worked at the time of acquisition.

Pennzoil-Quaker State Company — Houston, Texas

1991 – 2001

Director, Public Relations and Marketing Communications. Helped Jiffy Lube grow from \$500 million to \$1 billion in sales. Architected *Make a Change in America*, an umbrella platform unifying 1,000 franchisees and 5,000 stores. Signature campaigns: *Buckle Up, Baby* and *Giving Birth in Cars*.

McDermott International / Babcock & Wilcox — Amelia, LA

1981 – 1991

First marketing communications role; built the “*We’ll Go to Any Depth for You*” brand platform. Recaptured welder workforce for the Shell Cognac contract (16 city-block at the base, fixed-platform rig). PR lead on the first subsea hub assembly, first tension leg platform, and first floating production system. Commissioning lead for seven U.S. Navy SWATH T-AGOS ships.

Earlier Career — Journalism and Broadcasting

1978 – 1981

News anchor and field reporter, WBBJ-TV (Morgan City to Shreveport); talk show host. Staff writer, *The Daily Review* (two-time Louisiana Press Association Best Feature Story winner). Archivist, City of Morgan City. Profiled by John Roe in *The New Yorker*.

EDUCATION

BFA in Creative Writing — Full Sail University, Winter Park, FL — 4.0 GPA, expected October 2027

Creative Writing Certificate — Full Sail University — 4.0 GPA, October 2025

B.A. in Communications, Minor in Marketing — University of St. Thomas, Houston, TX — Cum Laude, 2004

SELECTED AWARDS

PR News Platinum Award — De-Greasing a Masculine Brand (Jiffy Lube), 2005 • PRSA Gold Excalibur — De-Greasing a Masculine Brand, 2004 • Houston Press Club, PR Communicator of the Year, 2004 • Publicity Club of New England, Bell Ringer Award — 1 in 300 Women Give Birth in Cars, 2003 • International Automotive Media Award — 1 in 300 Women Give Birth in Cars, 2003 • NYSE Opening Bell Medallion — Pennzoil-Quaker State, 2003 • Recognition from General Colin Powell — America’s Promise, 1999 • Louisiana Press Association — Best Feature Story (1982, 1983).

Full awards list (40+) and detailed career biography are available on request.