



**Ruth Landy**

Strategic Communication for Social Impact

e [ruth@ruthlandy.com](mailto:ruth@ruthlandy.com)  
t +1 (925) 255 3981  
w [ruthlandy.com](http://ruthlandy.com)

## Summary Profile

Versatile, creative professional, skilled at harnessing the power of communication to drive social change. Consultant to organizations working for a better world following 20+ years designing media and advocacy campaigns for UNICEF, WHO, the GAVI Alliance and the Partnership for Maternal, Newborn & Child Health.

Specialties include strategic planning, issue advocacy, external relations, writing, visual communication and social/multimedia campaigns. Big picture thinker supports clients to maximize impact via cost-conscious, timely execution and collaborative relationships.

Issue expertise in global/public health, nutrition and empowerment of women and children. Varied advocacy and communication field experience on five continents. Fluent French, conversational Spanish. Committed to diversity and knowledge sharing.

### CAREER HIGHLIGHTS

#### Independent Consultant

- ✔ Contributing writer for Bill & Melinda Gates Foundation [Impatient Optimists blog site](#). Stories on maternal, newborn & child health among the most shared in 2014.
- ✔ Named [one of the top 10 tweeters on nutrition and development](#) by The Guardian newspaper online.
- ✔ Authored [Breastfeeding on the worldwide agenda](#), a UNICEF stakeholder analysis examining political commitment for breastfeeding. UNICEF & WHO have now launched a related global advocacy initiative based on the study's findings.

#### Staff Positions

- ✔ **Partnership for Maternal, Newborn & Child Health - Geneva**  
Drafted evidence-based [Global call to G8 Leaders](#) and coordinated civil society action resulting in first G8 commitment for maternal, newborn & child health.
- ✔ **UNICEF – Laos**  
Contributed to [increased Lao government commitment to child health](#) via high level advocacy, media and social mobilization.
- ✔ **UNICEF – New York**  
Raised the [global media profile for children's issues and UNICEF's role](#) via video stories reported from the field and partnerships with BBC World, CNN International, etc.

## PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

### Strategic Communication for Social Impact

San Francisco  
March 2010–present

#### Principal

- Consultant serving UN agencies, non-profits, philanthropies and other organizations working for a better world
- Clients include the Bill & Melinda Gates Foundation, UNICEF, PATH, the International Museum of Women and Burness Communications

### UNICEF / United Nations Children's Fund

UNICEF Headquarters / New York  
September 2009–February 2010

#### Senior Researcher, Program Division

- Conducted study investigating UNICEF's research on knowledge, attitudes and practices
- Drafted report to develop UNICEF's thought leadership on behavior and social change for children

### Partnership for Maternal, Newborn & Child Health

Hosted by the World Health Organization / Geneva / Switzerland  
2007–2009

#### Senior Adviser, Advocacy

- Drafted evidence-based *Global Call to G8 Leaders* and coordinated civil society action resulting in first G8 commitment to maternal, newborn and child health
- Led the UN/NGO communication team launch of *Countdown to 2015: Tracking Progress for Maternal, Newborn & Child Survival* report, raising issue profile in global media
- Supported advocacy partners with messaging, strategy development and coalition building

### GAVI Secretariat

Geneva / Switzerland  
2006–2007

#### Senior Program Officer, Media and Communications

- Managed media relations, resulting in top tier coverage for global progress to reduce vaccine-preventable deaths
- Developed public-private partnership for vaccine advocacy
- Responsible for GAVI Secretariat crisis communication, in cooperation with partners

### UNICEF / United Nations Children's Fund

Vientiane / Laos (Laos Country Program)  
2003–2006

#### Section Head, Advocacy and Communication Program

- Designed advocacy strategy for child immunization in Laos—a low performing country—boosting political commitment, community demand and coverage
- Coordinated UN/Partners communication and behavior change strategy for avian flu preparedness, resulting in reduced pandemic threat
- Responsible for strategic planning and execution of UNICEF's communication strategy, increasing stakeholder support for child survival, water and sanitation, girls' education, HIV prevention and protection from trafficking

## UNICEF / United Nations Children's Fund

UNICEF Headquarters / New York  
1996–2003

### Broadcast Unit Head, Division of Communication

- Raised global TV and radio news profile for children's issues via media partnerships with leading broadcasters, including CNN International and BBC World Service radio
- Produced videos for flagship *State of the World's Children* reports, increasing visibility for girls' education, nutrition and early childhood development
- Managed UNICEF Headquarters' Broadcast Unit, responsible for the Organization's global video, television and radio outreach

## WHO / World Health Organization

WHO Headquarters / Geneva  
1984–1995

### Media Officer, Public Information Program

- Increased print, radio and TV news profile for global health priorities such as tobacco control, cardiovascular disease prevention, safe motherhood and child health
- Conceived and executed first World AIDS Day 24 hour radio marathon, reaching new audiences with prevention and human rights message
- Managed health communication roundtables bringing together senior policy makers in Africa and Asia

## CAREER DEVELOPMENT

- Social Media for Content Creators, UC School of Journalism, 2015
- Social Media Marketing courses, San Francisco State College of Extended Learning, 2011
- Harvard University School of Public Health, Summer Session, 2009
- UNICEF Learning Program on Public Policy, Advocacy and Partnerships Graduate School of Governance, Maastricht University, 2006
- Women's Leadership Course, UNICEF East Asia & Pacific Region, 2005

## WORK EXPERIENCE—COUNTRIES

Three year field posting in Laos. Assignments in Bangladesh, Brazil, Cameroon, Canada, Congo, Egypt, Ethiopia, France, Great Britain, Hungary, India, Malaysia, Nepal, Philippines, Senegal, South Africa, Sri Lanka, Switzerland, Tanzania and Vietnam.

## INDEPENDENT FILM PRODUCTION / SAN FRANCISCO, CALIFORNIA

*Places for the Soul*, 1990 Writer/Producer/Director

- A film portrait of architect Christopher Alexander and the creation of "living places" in California and Japan
- Festival screenings in the USA, Switzerland and France, PBS television broadcast

*Dark Circle*, 1982 Co-Producer/Director

- Documentary feature, a haunting feminist portrait of the nuclear age, told through the lives of those directly affected
- Grand Prize, Sundance Film Festival, Academy Award Certificate of Special Merit, Emmy Award, NY Film Festival, PBS broadcast

## EDUCATION

- Master of Arts in Communication, *Stanford University*, California
- Mass Media Institute Certificate, *Stanford University*, California
- Diplôme en Communication, *Université de Paris III*, France
- Bachelor of Arts, Modern Society and Social Thought, *University of California Santa Cruz*, College Honors and Degree Honors

## LANGUAGES

- English (*mother tongue*)
- French (*fluent*)
- Spanish (*conversational*)