As the Hudson River Valley greets the 21st century, the mission of History Speaks is to advance a more complete, connected, living and relevant history of the region as a way to successfully engage the future — including and especially at a local level.

**RESEARCH & DISCOVERY**

Assertive, collaborative, creative approach yields new findings and corrects misattributions.

Located and first to publish “lost” 18th century Livingston deed, tying family to Dutchess County

Identified two unmarked pre-Civil War African American burial grounds

Located resting place of African American Revolutionary War veteran obscured by NYS in 1935

Identified former Native American Footpaths (Gansevoort Street, NYC) aligned to Equinox

**CONTENT DEVELOPMENT**

Connecting dots, setting context, articulating compelling narratives.

Established the Livingston’s reach into Dutchess County (surprising some historians)

How ancient landscape shaped Native American and contemporary Milan settlement

The piercing relevance of an 1868 Mark Twain parody to our local history

The untold story of a local African American’s descendant breaking racial and gender barriers in late 19th Century NYC

**COMMUNITY ENGAGEMENT**

Live lectures

Documentary theater

Website

Books

Social Media

Interactive maps

Physical exhibitions

Digital exhibitions

Promotional Print (e.g. calendar)

Video documentaries

Oral histories

Wikipedia

Wikimedia Commons
Bill Jeffway

Professional Focus

<table>
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<tr>
<th>History Speaks, Founder</th>
<th><a href="http://www.HistorySpeaks.us">www.HistorySpeaks.us</a></th>
<th>November 2016 to present</th>
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As the Hudson River Valley greets the 21st century, the mission of History Speaks is to advance a more complete, connected, living and relevant history of the region as a way to successfully engage the future ~ including and especially at a local level.

The Valley was founded by a mix of Dutch and English and saw important families dot the river with their homes, literally forming an economic backbone to New York State. Its strategic location in the Revolutionary War prompted Washington to consider West Point the “key” to the continent. Tolerance of religious freedoms were tested as pacifist Quakers refused to serve in the military. The role and fate of Native Americans, and African Americans (both enslaved and free) varied widely as New York moved from slave site to central role in the “underground railroad.” Technological change from river transportation, to canals to trains and automobiles and planes transformed the shape of its foundational economy: agriculture.

Currently serving these local organizations:

- Office of the Dutchess County Historian
- The Town of Milan (Dutchess County), Town Board and Bicentennial Committee
- Historic Red Hook (Dutchess County)
- Putnam (County) History Museum
- Jackson Square Alliance (Historic Park), Greenwich Village, NYC

Three-level strategy:

Deep Discovery: Between finding both unpublished work and a good amount of misattributed work have allowed audiences to see the millennia-old footpaths of Native Americans in a contemporary New York City park. Or to see past glib “Indian Chief” stories to find a rural pre-Civil War African American community (free and enslaved) in Dutchess County that had been forgotten, if not revised.

Content Development: Establish context, connections, themes to be relevant today. Frame narratives Ain a way that supports ongoing conversations.

Community Engagement: Articulating a range of detailed, academic content and “bitesized” content distributed across a broad set of channels: live lectures; documentary theater; books, social media; websites; digital kiosk display; interactive google maps; oral histories; video documentaries; Wikipedia; Wikimedia Commons. With a few to seeking both comments and content for further content development.

The Hastings Center
Garrison, NY

Director of Marketing & Communications Jan 2014 to Nov 2016
Director of Development April 2014 to Nov 2016

The Hastings Center is the world’s founding and leading bioethics research institute. Its scholars address issues related to human values and ethics in the areas of health, health care, life sciences research, and the environment ~ at an individual, community, and societal level. Hastings scholarship has been used to support US Supreme Court decisions, was recently adopted by New York City as policy related to healthcare for undocumented immigrants, and guides doctor and patient decisions around the world, for example.

Goals: Broaden the engagement of The Hastings Center’s traditional Academic audience to an “educated layman” such that they will engage with Hastings both in terms of interest and financial support.

Contributions: Created five formal issues-oriented content areas (e.g. end of life care, the environment) to align to defined audience targets. Tools included newly-segmented database, new website and social media strategy, in-house capacities to develop live and archived online video events and interviews.
### Professional Career

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<th>The Hastings Center</th>
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<td>Garrison, NY</td>
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#### Development /Other financial Accomplishments:
- Annual Fund: complete reversal in first 12 months. Had been in consistent decline. Increased volume of donors by 30% and value/dollar amount of gifts by 22%.
- While board giving was flat, non-board giving grew by 30% in value in first 12 months.
- In second year, maintained growth in Annual Fund and Major Gifts, but also achieved major breakthrough on multi-year pledge: $1 million over four years.

#### Communications Accomplishments
- Relaunch of complex website dramatically improved engagement of visitors (twice as effective).
- Developed concept of “Hastings President Conversation,” intimate access to President’s conversation with scholar on latest, leading issues. For high-capacity prospects only. Successful, ongoing.
- Built internal video production capacity to leverage live video feeds and archived.
- Doubled Twitter followers, dramatically approved quality (in terms of stature, number of retweets).
- Conceptualized how to leverage the 50th Anniversary for maximum participation.

### Jeffway Consulting Partners

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<th>Feb 2012 to Dec 2013</th>
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During transitional period from corporate to non-profit focus, started marketing communications consultancy for range of clients. **Cook for Your Life.** Cancer recovery cooking and recipes. Developed strategic communications plan and core elements affecting all communications: online, grant writing, fundraising, speeches. **Princeton in Africa.** Developed formal set of guidelines on marketing, messaging strategies promoting fellowships in Africa. **Off the sidelines.** PAC supports campaigns to get women more involved in politics. Strategy and messaging advice, speech writing for Senator Gillibrand.

### Ogilvy & Mather Worldwide

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<tr>
<th>January 1986 to January 2012</th>
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<tr>
<td>Worldwide Mission Director New York/Los Angeles 1998 to 2012</td>
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<tr>
<td>Southeast Asia/Regional Managing Director Singapore 1993 to 1997</td>
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<td>European Regional Account Director London 1987 to 1993</td>
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**For Cisco Systems.** As Worldwide Mission Director, led global teams in developing big ideas: like “Together we are the Human Network” and “The Human Network Effect” as both big brand ideas and calls to action for Cisco customers, prospects and partners to actively engage in the digital and social media space. Cisco sales moved from $20 to $40 billion during this period. Responsible for profitable management of $4 million in staff costs.

**For IBM.** As Worldwide Managing Director, personally developed and managed new model to manage teams across 50 countries globally, across four IBM divisions, and across multiple communications specialties like public relations, advertising and digital marketing. Dramatic improvement in sales and share-price, and Ogilvy’s first ever win of a “Grand Effie,” the most coveted award for creativity and effectiveness. Responsible for profitable internal management of $33 million in staff costs.

**For American Express Europe.** Developed a break-through strategy for Europe that allowed American Express to lead with and promote its higher price as a value proposition, that remained a core strategy for 15 years, boosting profitability.

### Education & Certifications

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<tr>
<th>Wesleyan University, BA, Middletown, CT</th>
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<tbody>
<tr>
<td>Double Major: American Studies and English</td>
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<tr>
<th>New York University, New York, NY</th>
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<tr>
<td>Certificate in Fundraising, Heyman Center for Philanthropy and Fundraising</td>
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<table>
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<tr>
<th>INSEAD, Fontainebleau, France</th>
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<tr>
<td>International Executive Development Program</td>
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