

Stacy Cacciatore, PhD

Enterprise Communications Executive | C-Suite Advisor | Corporate Affairs,
Reputation & Transformation | Executive & Strategic Narratives

stacycacciatore@icloud.com | linkedin.com/in/stacycacciatore

Executive Profile

Executive communications leader operating at the intersection of reputation, risk, and transformation, translating business strategy into clear, compelling narratives that build trust, align stakeholders, and drive execution in complex, high-stakes environments.

Brings 25 years of experience supporting C-suite leaders in highly regulated environments, integrating executive communications, corporate affairs, and organizational change to support transformation and risk management.

Trusted advisor across technology, risk, and operations, shaping narratives that influence behavior and strengthen stakeholder confidence.

Selected Enterprise Impact

- Built and scaled Bank of America's first global cybersecurity awareness program, increasing phishing reporting 567% across 280,000 employees
- Directed external talent communications strategy for TechMBA, integrating partnerships, campaigns, and media engagement to elevate employer brand and pipeline quality; increased qualified candidates 35%, with 30% advancing to late-stage interviews
- Transformed enterprise communications delivery through AI integration, increasing production capacity by 25% while maintaining executive-level quality and enabling scalable, high-impact communication at speed
- Rearchitected enterprise communications through digital platform and content strategy modernization, increasing digital engagement by 54%+ and enabling enterprise-wide adoption of critical initiatives
- Strengthened enterprise narrative and stakeholder trust during high-visibility initiatives through aligned executive and enterprise communications

Professional Experience

Executive Director, Enterprise Communications and Culture

Wells Fargo, Charlotte, NC | Feb 2018 – Present

- Advise senior executives on communication strategy, shaping messaging that aligns workforce priorities with business objectives and reinforces organizational direction
- Direct enterprise communications strategy for large-scale transformation initiatives, aligning leadership messaging, workforce engagement, and execution across business lines
- Partner with Corporate Affairs, Risk, Technology, and Operations leadership to align enterprise messaging and shape an integrated narrative supporting business priorities and stakeholder confidence
- Translate complex strategic priorities into clear, actionable narratives that enable execution across the organization
- Establish measurement frameworks to evaluate communication effectiveness and continuously refine strategy

Senior Vice President; Strategic Communications and Reputation Management

Bank of America, Charlotte, NC | Apr 2004 – Feb 2018

- Served as a strategic advisor to senior executives during high-priority initiatives with potential reputational impact, ensuring alignment across leadership, workforce, and key stakeholders
- Led and developed a high-performing communications team, elevating executive communication quality, operational efficiency, and strategic impact across the organization
- Partnered with leadership to align communication strategies with enterprise priorities, reinforcing organizational clarity, credibility, and stakeholder trust
- Led enterprise-wide employee engagement initiatives, including town halls, leadership forums, and global campaigns

Education

- Ph.D. in Rhetorics, Communications, and Information Design, Clemson University, August 2021
- M.A. in Communications, Queens University of Charlotte, May 2015
- B.S. in Human Services, Gardner-Webb University, August 2002