

Stacy Cacciatore, PhD

ENTERPRISE CHANGE COMMUNICATIONS · EXECUTIVE COUNSEL · ORGANIZATIONAL TRANSFORMATION

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EXECUTIVE SUMMARY

Enterprise change and transformation communications leader with 25 years of experience advising C-suite executives and leading enterprise change, organizational transformation, modernization, executive communications, and engagement strategies within global, highly regulated financial institutions, including Bank of America and Wells Fargo. Deep expertise translating complex business, technology, and risk priorities into integrated change narratives that align stakeholders, accelerate adoption, mitigate communications risk, and improve performance.

PhD-trained rhetorician and seasoned people leader who builds global communications teams, governance, standards, measurement frameworks, and AI-enabled operating models. Proven in managing multiple enterprise initiatives, coaching communications professionals, and partnering across business, technology, risk, HR, and transformation stakeholders to drive consistent messaging, executive alignment, and sustained change.

SELECTED IMPACT

- Achieved 100% adoption of an enterprise technology change through integrated change communications, leader enablement, and stakeholder engagement.
- Increased phishing reporting by 567% by launching Bank of America's first global cybersecurity awareness program across 280,000 employees.
- Elevated employee engagement by six points year over year through an enterprise communications and employee-listening strategy.

PROFESSIONAL EXPERIENCE

Wells Fargo Charlotte, NC

Mar 2018–Present

Executive Communications | Executive Director

Oct 2025–Present

Official HR title: Senior Lead Technology Business Consultant · Consumer Technology CIO Organization

- Develop integrated communications strategies for enterprise technology priorities, partnering with key stakeholders to translate complex change into executive messaging, engagement plans, and adoption-focused communications; leverage GenAI to improve speed, consistency, and scale.

Strategic Communications & Culture | Executive Director

Mar 2020–Oct 2025

Official HR title: Senior Lead Operational Risk Officer · Operational Risk

- Led global change communications, organizational culture transformation, and engagement for Operational Risk; established messaging, stakeholder, and employee-listening strategies that elevated engagement six points and strengthened accountability and adoption.

Executive Reporting | Vice President

Mar 2018–Mar 2020

Official HR title: Operational Risk Consultant · Technology and Information Risk Office

- Drove executive reporting and narrative development for technology and information security risk leaders, translating complex risk into board- and executive-ready messaging.

Bank of America Charlotte, NC

Feb 2004–Feb 2018

Crisis Communications Leader | Senior Vice President

Dec 2015–Feb 2018

Official HR title: Senior Technology Business Services Manager · Global Technology & Operations · Enterprise Resolution and Recovery Office

- Established and led an enterprise crisis communications capability for technology disruptions, operational incidents, business continuity events, natural disasters, protests, and politically sensitive matters, developing response frameworks, playbooks, escalation paths, and executive messaging protocols.

Cybersecurity Communications Manager | Senior Vice President

Mar 2012–Dec 2015

Official HR title: Information Security Officer · Global Technology & Operations · Global Information Security

- Created and led the firm's first global cybersecurity awareness program, establishing the strategy, operating model, and multichannel campaigns that increased phishing reporting by 567% across 280,000 employees.

Global Internal Communications & Engagement Manager | Senior Vice President

Mar 2007–Mar 2012

Official HR title: Communications Manager II · Corporate Communications

- Led and coached a global team delivering internal, change, training, and engagement communications for enterprise transformation; modernized digital channels to increase engagement by more than 54% and achieve 90% employee satisfaction.

Internal Communications Manager | Vice President

Apr 2005–Mar 2007

Official HR title: Communications Manager I · Corporate Communications

- Led a Six Sigma Green Belt process-improvement initiative that streamlined communications workflows and established editorial governance, measurement, and closed-loop feedback, earning 100% favorable ratings among respondents for all-hands meetings and newsletters.

Technology Communications Manager | Assistant Vice President*Apr 2004–Apr 2005**Official HR title: Communications Manager I · Network Computing Group*

- Led end-to-end communications and presentation development for a monthly executive steering committee, partnering across the leadership team to shape content and coordinate materials and event logistics.

Executive Reporting Consultant (Contract)*Feb 2004–Apr 2004*

- Supported executive reporting by translating complex business information into clear, concise materials for senior leadership audiences.

EDUCATION

PhD, Rhetorics, Communication, and Information Design | Clemson University (2021)**MA, Communication** | Queens University of Charlotte (2015)**BS, Human Services** | Gardner-Webb University (2002)**RESEARCH & THOUGHT LEADERSHIP**

- Independent Research: “Phishing in the Age of AI: A Communications Strategy for Employee Awareness and Cyber Resilience”.
- Published Scholarship: Peer-reviewed work spanning digital rhetoric, narrative, culture, and communication.
- Doctoral Research: PhD dissertation completed with distinction.