

JOHN C. SCHMIDT

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Curriculum Vitae

From a college internship with a steel shipbuilder to his most recent role with a Silicon Valley startup, John Schmidt has helped global corporations, small businesses, and nonprofits exceed their communications objectives for more than 40 years.

Focusing on the alignment of communications strategies with enterprise goals, he builds cutting-edge programs to drive awareness, perception, engagement, and sales. He has well-developed expertise in media relations, marketing communications, employee engagement and change management communications, digital and content marketing, social media, and data analytics.

Schmidt can also apply deep experience and extensive training in issue and crisis communications to help organizations mitigate potential risks and protect their reputation.

In two different industries, he has built and led high-performing teams and demonstrated the ability to drive transformational change and innovation. He works effectively at all levels of an organization, deals diplomatically with difficult personalities, and manages high workloads, tight deadlines, and stressful situations very well.

In addition to his corporate experience, Schmidt has been a newspaper editor and has provided media relations services as a private consultant under his own brand, WordSchmidt Marketing, Public Relations, and Communications, LLC.

Schmidt's education includes an MBA in Marketing Management from Montclair State University and a BA in Journalism from Duquesne University. In 2017, he achieved Accreditation in Public Relations (APR).

He has received multiple awards from professional organizations such as the Public Relations Society of America, the American Marketing Associations, the Jersey Shore Public Relations and Advertising Association, and the American Society for Hospital Marketing & Public Relations.

In recent years, Schmidt has served as an advisor for the Transformative Leadership in Disruptive Times Certificate Program at Seton Hall University, Stillman School of Business, and on the MBA Advisory Board for Montclair State. He was named a Notable Alumnus in Communications by the Duquesne University School of Media in 2018 and selected to the Irvington High School Athletic Hall of Fame in 2024 as a member of the school's 1975 football team.

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