



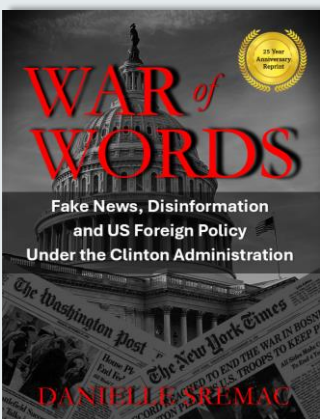
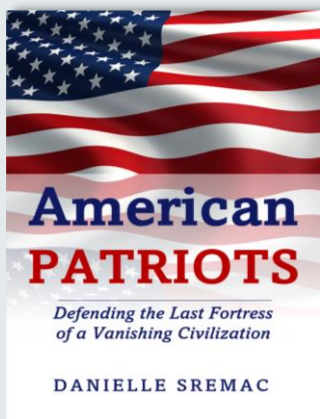
DANIELLE SREMAC

Strategic thinker, innovator, problem-solver, and communicator, Danielle Sremac has been providing multimedia business solutions for corporate and government clients for over 20 years. Author of two published books, she spoke at Carnegie Institute for Peace, CATO, and other institutions, and was a frequent guest commentator relating to US foreign policy on Fox News, CNN, NBC, MSNBC, BBC, C-SPAN, and other major TV networks.

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Books

Sremac has written and published three books: *War of Words* 2000, *Heart of Serbia* 2012, and *American Patriots: Defending the Last Fortress of a Vanishing Civilization* 2025.



Innovation

With a passion for discovering efficient solutions to increase human productivity, Sremac is the creator of the Human Advancement Algorithm (HAAL) - a controlled AI system powered by her PRPP Efficiency Model. It aims to revolutionize government by dramatically increasing human productivity, standardizing and synchronizing all workflow while braking through silos, and eliminating organizational misalignment that afflict large organizational systems.

Government Efficiency

Over the years, as a government consultant in a number of offices as the US Department of Veterans Affairs, National Institutes of Health, and Social Security Administration, Sremac has been committed to reinventing the way government functions by simplifying processes while increasing efficiency and productivity. The first government agency and office where she implemented her patented PRPP Efficiency Model was the US Department of Veterans Affairs, VHS, IVC where it increased the team's efficiency by 65% cut down on searching for files by 70% and decreased the number of meetings by 38%.

Early life and education

Born in Belgrade, Yugoslavia, she grew up in Cleveland, Ohio where she received her Bachelor's in Computer Engineering and Philosophy at John Carroll University, before moving to the Washington, D.C. area where she received her Master's in Diplomacy and International Affairs at the American University where she lived and worked for 25 years. She has Project Management (PMP), ITIL4 and Design Thinking certifications and Public Trust Security Clearance.

Work Experience — Government

Project Manager / Senior Strategic Communications Consultant / Performance Manager

IT Concepts — Government Client: The United States Social Security Administration (SSA), Office of Communications (OCOMM) Washington, D.C., November 2023 to present

Supported Federal Client with Project Management, Strategic Communications and Business Process Optimization

- **Working on substantial agency projects** — developing strategic project planning and communication artifacts, crucial to organizational capacity-building while implementing multiple projects.
- **Developing Business Process Optimization Solutions** — Utilizing MS Teams, Confluence, Jira and other software to streamline processes, implement best practices in file management and compliance, and enable the team to function efficiently and productively.
- **Business Continuity and Business Resilience Plans** — including implementing change management plans and processes in support of goals and data-driven environment at SSA.
- **Building Close Relationships with Federal Agency Staff and Leadership** — via one-on-one, group meetings, and cross-functional matrixed teams. Work included brainstorming sessions aimed at capturing knowledge and effective project implementation.

Developed Agency-Facing Communications Relating to Performance Management and Branding

- **Creating training videos and digital communications** — focused on Objectives and Key Results (OKRs) and Key Performance Indicators (KPIs) aimed at agency-wide engagement, training, and process improvement.
- **Utilizing design thinking and human centered approach** — in developing performance coaching, knowledge capture and training materials for agency-wide OKR/KPI data-driven business process implementation.

Program Manager / Senior Strategic Communications Consultant

ECS Tech — Government Client: U.S. Department of Veterans Affairs (VA), Veterans Experience Office (VEO), Veterans Health Administration (VHA), Integrated Veteran Care (VHA-IVC), Washington, D.C., June 2021 to June 2023

Developed Business Solutions and Led Project and Change Management Initiatives for Organizational Capacity-Building

- **Project Development, Implementation, and Management** — Developed and managed a vital organizational capacity-building enterprise transformation project which was recognized with an award by the federal client. The project involved creating a new human-centered collaborative records and knowledge management system on MS teams, customized to enhance team workflow, maximize operational efficiency, and tailored to cross-functional team collaboration in a matrixed organization, and ensuring RCS federal government compliance.
- **Led functional application management** tailoring MS Teams and SharePoint sites to the needs of VA-VHA-IVC's cross-functional communication teams.
- **Driving change success by engaging with leadership and teams** — by developing new Standard Operating Procedures (SOPs), supporting communication products, feedback capturing templates, presentations, and videos in support of the needs of all impacted stakeholders.
- **Coaching and Building Change Capability** — Oversaw the implementation of organizational transformation by leading communications and training programs for all teams, including coaching, one-on-one team training, designing team-building presentations, and leading team-building activities.

- **Creating a Compelling Narrative Around Change Management** — with effective multimedia presentations and short videos that explain the purpose, process, and benefits of the change, aiming to connect with the emotions, values, and needs of the targeted cross-functional team audience.
- **Analyzing Key Metrics** — Evaluated change outcomes throughout the project lifecycle based on SMART goals in order to track progress among multiple teams and ensure that organizational objectives are attainable within a six-month time period.

Developed Strategic Communications

- **Created engaging, innovative, value-driven communication content** — with tailored messaging aligned with organizational core vision, goals, mission, and overall strategy while utilizing best practice methodologies and human-centered design relating to VA telehealth and other projects and operations.
- **Developed a new comprehensive Key Messaging Playbook** — integrated in MS Teams and SharePoint enabling VA-agency-wide knowledge capture, ensuring that all staff communications align with organizational mission and policies.
- **Worked with cross-functional matrixed teams** — to establish and track key performance indicators (KPIs) to measure the success of communication products and transformation project.

Built Strong Relationships with Federal Clients and Stakeholders

- **Collaborated with senior leadership, cross-functional teams, and key stakeholders** — across different offices at the U.S. Department of Veterans Affairs, Veterans Health Administration and VEO by providing solutions to their communication and team collaboration challenges.
- **Mentored, trained, and engaged team members** — with positive relationship building while tailoring process improvement and communication products aimed at bringing maximum value to the organization.
- **Advised leadership development strategies** — while assisting the federal client to transition into the new director's role.

Strategic Communications Consultant

General Dynamics — Government Client: USHHS, National Institutes of Health (NIH), Office of the Director, (OIT) Bethesda, MD, October 2019 to March 2021

Developed Content and Implemented Communication Plans

- **Created engaging and impactful content** — with tailored messaging aimed at a diverse target audience of an estimated 10,000 NIH stakeholders, including the leadership of 27 NIH Institutes and Centers with deliverables aimed at supporting stakeholder needs and driving understanding of NIH Office of the Director policies and priorities.
- **Wrote, designed, and implemented internal communication content** — including the new monthly newsletter, bi-weekly updates on policy changes and organization-wide guidance, communication and stakeholder management plans, executive memos, staff briefings, accomplishment reports, brochures, knowledge library, Service Level Agreements (SLAs), Standard Operating Procedures (SOPs), videos, and training presentations for NIH-OD Institutes and Centers.
- **Led technical training across 27 NIH Institutes** — relating to important including all-staff town halls, changes in policies, and technology, medical communications, and security procedures.

Created Collaborative Workflow and Process Improvement Tools for Cross-Functional Teams

- **Led functional application management** tailoring MS Teams and SharePoint sites to the needs of OIT's technical and communication teams.
- **Collaborated with all NIH-OD-OIT leadership and teams** — to identify workflow challenges utilizing team feedback during work sessions and all-staff meetings to develop functional process maps and recommendations presented to NIH-OIT leadership.
- **Designed new cross-functional Standard Operating Procedures (SOPs)** for better team collaboration, communication, and to enable more effective customer service and IT management.
- **Worked on data call management** — and created custom templates for effective data call capture.

- **Analyzed metrics and key performance indicators** — to provide OIT technical teams recommendations to improve performance of IT service delivery.

Initiated New Stakeholder Mapping Tools and Strategic Engagement Plans

- Worked on strengthening positive relationships with NIH Office of the Director Institutes and Centers (ICs)
- Created diverse communication products for various platforms supporting NIH stakeholder mission and needs.

Work Experience — Corporate

Director of Communications & Business Development

Zepter International Corporation, Zepter-Medical, Geneva, Switzerland / Zepter America, Washington DC, April 2017 to September 2019

Led Corporate Brand Transformation and Strategic Communications

- **Launched strategic communication campaigns** — across all of Zepter’s international business units and platforms aimed at aligning messaging and unifying all products under a single corporate Zepter brand, including Biopton light therapy medical devices, medical eyewear, medical communications, skin therapy treatments, air and water purifiers, quality cookware, cosmetics, luxury products, Zepter hotels, and Zepter retail shops.
- **Collaborated with leadership and all stakeholders** — to develop a rebranding strategy to convey a compelling and unified story about the Zepter Biopton medical brand and Zepter brand overall.
- **Developed supporting multimedia communication products** — to implement key rebranding initiatives, taking into consideration impacted stakeholders including 1630 employees, researchers, and clients globally.

- **Implemented comprehensive global communication and marketing campaigns** — leading the creative direction strategy, conducting global market research, identifying business opportunities, trends, and competitor pricing, and developing a corporate positioning strategy.
- **Identified and recommended global business development opportunities** — and trends while developing capture management strategies and advising Zepter’s CEO, business partners, and stakeholders on the brand’s direction.
- **Managed a fully integrated marketing plan** — with clearly defined marketing objectives, communications strategies and calendar to deliver consistent brand experience.
- **Served as the corporate spokesperson** — and brand ambassador while dealing with high-profile issues.
- **Developed health communications while collaborating with medical professionals** and researchers for medical conferences relating to Zepter Biopton devices. Produced articles intended for publication and presentations, organized medical conferences, trade show events, and presentations for Zepter medical products.

Led Change Management Projects

- **New global salesforce training program** — for over 2300 representatives in 44 countries relating to using new digital sales platforms and messaging on rebranded products, and new sales automation tools
- **New rebranding initiatives**—with all new related multimedia communication deliverables
- **New market outreach** — with a potential \$4.5 million return on investment.
- **New product launches** — including marketing and repackaging.
- **New digital channels** — expanded for customer communication.

Developed and Implemented Change Management Strategies

- **Created a compelling change management narrative** — aimed at effectively communicating the new approach to Zepter's stakeholders while managing digital, video, and marketing teams' work streams in support of Zepter corporation's new strategic communication initiatives.
- **Unified new strategic communication approach** — across the organization by managing workflow to ensure that all business units (front, middle, and back offices) align with policy and procedural changes.

Managed Performance Assessments for Multiple Units and Multimedia Teams

- **Managed high-performing globally distributed teams** — including creative teams for videography, mobile app design, online digital content, website, digital newsletters, product brochures, presentations, event and trade show materials, product packaging, and other content in developing corporate identity for all Zepter medical and luxury products.

Consulted on Partnership marketing

- **Created a Partnership Marketing Plan and led liaison activities regarding strategic partnerships** — to identify new opportunities for Zepter and negotiate mutually beneficial agreements.
- **Advised on strategic collaboration** — with key stakeholders and strategic partners.
- **Created sustainable business models** — business cases and plans for each product in support of Zepter global initiatives.

Developed a New leadership Development Program and Process

- **Worked with directors and managers** — to build a new leadership development program for multiple corporate locations, including the US, Canada, Switzerland, Austria, Serbia, and Italy.

Global Project Manager & Business Development Consultant

Babson College / Babson Global, Boston, MA, January 2014 to March 2016

Created a Comprehensive Global Communications Strategy for “Enterprise Cities” Projects

- **Developed impactful communications campaigns and business development strategies** — aligned with Babson's vision and priorities for their global outreach program aimed at opening special economic zones “IT Enterprise Cities” with legal-regulatory systems implemented by Babson experts.
- **Created all strategic communication materials** — promoting the Babson College brand as the global leader in entrepreneurship, including website and YouTube content, stakeholder and strategic communication management plans, expert opinion editorials, economic reports, digital newsletters, and business case proposals.

Led Regional and Global Business Development Initiatives

- **Managed branding, business development and strategic communications for Babson's global development project** — aimed at establishing the UAE School of Business, developing an adjusted global curriculum and courses, creating communication materials, managing outreach, analyzing online-learning, and negotiating international academic partnerships.
 - **Led government relations and local champion activities** — for Babson Global by building strong relationships with top government officials, venture capital groups, IT companies, local champions, and other key stakeholders in South-Central Europe crucial for implementing the “IT Enterprise Cities” project.
 - **Devised strategies and presentation materials, organized and participated in negotiations**—in support of Babson experts relating to establishing IT economic zones in host countries.
 - **Organized in-country media interviews** — as part of an issue advocacy campaign in support of the project.
 - **Facilitated signing of a “Letter of Intent” along with supporting project management documents** — relating to opening a new economic zone in the Balkans and generating significant interest among business leaders.

Developed Customized Project Management Tools

- **Designed a custom online project management system** — for keeping track of multi-level and multi-country tasks among Babson Global team members to help with big-picture planning and bring initiatives to successful completion.

Business Development Consultant

CSCG Capitol Strategic Consulting Group, Washington, DC, June 2001 to January 2012

Led Strategic Multimedia Communication Campaigns and US Business Development Initiatives for European Clients in Tech Industries

- **Developed marketing strategies, business development plans, and strategic communications products** — for European clients mainly in medical and Software as a Service (SaaS) IT industries.
- **Advised and trained executives for media interviews** — conference presentations, meetings with members of Congress, World Bank and international financial institutions, and other engagements.
- **Developed communications materials, including talking points** — as well as promotional videos, online multimedia marketing material for clients and “Balkan Connect” online platform.
- **Created a custom online digital platform** — representing European business clients, including “Balkan Business e-News” featuring specific client industries.
- **Organized US investor-relation trips** — to the Balkans that included media and business conferences and B2B events to encourage business partnerships

Online Portfolios

[VIDEO - Design Thinking for Project Management & Communications](#)

[VIDEOS - Zepter Corporate Videos](#)

[Federal Government Portfolio](#)

[Corporate Portfolio](#)

[Global Development Portfolio](#)

[Change Management Portfolios](#)

[Performance Management Portfolio](#)

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