

## **BIOGRAPHY**

### **Laura Malis**

Laura Malis is an award-winning marketing communications and public relations professional with more than 20 years' experience working with world-renowned corporations and not-for-profits. Her integrated approach to communication starts with research and understanding client expectations. Her solutions are targeted for specific audiences and based on meeting client expectations – and then some.

Laura teamed up with friend Bill Kelly in 2003 to form HarveyMalis Communications, a full service marketing communications and public relations agency. Laura has concentrated on marketing, branding and other projects that have a direct commercial interest for HarveyMalis clients. She has developed and delivered on logos, taglines and websites for small and mid size businesses. For CURE (Connecticut United for Research Excellence), Laura worked with Governor Rell's office first on the announcement of passage of the embryonic stem cell bill and then just a few months later on a CURE Award. She introduced a volunteer recognition program at the CURE annual meeting and has managed CURE's presence at trade shows and special events including the international BIO event.

Previously, Laura managed Connecticut public relations and division internal communications for the U.S. pharmaceutical business of Bayer Corporation. She packaged and rolled out an \$80 million, 4-year expansion program that was covered in *The New York Times*, *Hartford Courant*, *New Haven Register*, *Connecticut Post* and other Connecticut media. Laura handled the media relations of the Bayer Children's Center, securing a mention the next day in a speech by President Bill Clinton. She also managed for Bayer the announcement of the CuraGen-Bayer development partnership that was a front page story throughout the state.

At Bayer Laura managed a stream of special events teams including media events surrounding the opening of three different buildings, a community open house for the company's research center and the Bayer venue at the Special Olympics World Games. The cornerstone of the World Games event was the Bayer air balloon, which was featured in photographs about the World Games for weeks. Basketball star Rebecca Lobo was the keynote speaker two weeks after the Huskies won their first NCAA championship. More than 800 young people attended the event and lined up to have her sign their basketballs. A time capsule Laura developed for another event is embedded in the Bayer parking circle and a tree marking a President's retirement is now 20-feet high.

Laura's corporate responsibility programs for Bayer Pharma were well regarded and well known. Her accomplishments included shepherding and finalizing of the Bayer gift to the University of New Haven that resulted in the school naming its admissions office Bayer Hall. Laura developed a \$750,000 strategic contributions program that included awards recognizing employee volunteer activities. She introduced *Making Science Makes Sense*; the Bayer scientist program on the tall ship *The Quinnipiac*; and *Sensible Science in a Box*. These science outreach programs contributed to Bayer being named by *Connecticut Magazine* one of the state's most respected companies in 1999.

Also at Bayer, Laura supported several different presidents with executive communications and speechwriting. Her newsletter *Bayer Facts* won a silver medal from the International Association of Business Communicators. Three times she was recognized with outstanding employee awards.

In the 1980s, Laura worked for Union Carbide (where she met and played bridge with Bill Kelly). Laura produced two annual reports and two years of quarterly reports there. She developed, edited and produced many high end newsletters and videos directed to the company's 10,000 employees. During the Bhopal crisis Laura worked on media relations, answering calls from such diverse media as *The New York Times* and *Mother Jones Magazine*.

Laura graduated from the University of Toronto with a BA in history.

Laura and her husband Keith Harvey live in a 170-year-old house in Guilford, Conn. Rounding out the family are collie Dudley, Portuguese water dog Ariel, and Sadie Green, a cat that they found in the garage.