

COURTNEY WATTS, M.Ed.

DIRECTOR, CORPORATE COMMUNICATIONS | K-12 EDUCATION

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PROFESSIONAL SUMMARY

I built the communications function for a 1,000-employee, \$500M enterprise from zero and ran it across the full corporate mandate: the external narrative and press, the executive voice, and the internal machinery underneath both. I placed the company in international trade press, wrote the acquisition announcements that went out to the market, and contributed to two consecutive industry Readers' Choice awards. Before all of it I spent 17 years inside Plano ISD as a teacher, gifted specialist, and campus leader, and completed the Texas Reading Academies on the science of teaching reading. I hold an M.Ed. in Educational Leadership and a Texas principal certification, so I understand Amplify's product, its buyer, and its mission from the inside of a classroom rather than the outside of a market.

CORE EXPERTISE

Corporate Narrative & Messaging Architecture | Media Relations & Press | Executive Communications & Thought Leadership | Reputation, Brand & Employer Brand | M&A and Announcement Communications | Crisis & Issues Communications | Internal & Employee Communications | K-12 Education & Science of Reading Fluency

PROFESSIONAL EXPERIENCE

INTERNAL COMMUNICATIONS MANAGER | IMPERATIVE CHEMICAL PARTNERS

2023 - 2026

Recruited to build the communications function for a 1,000-employee, half-billion-dollar enterprise. No predecessor, no playbook, no team. Owned the corporate narrative inside and out, and served as the CEO's communications proxy across nine business units.

CORPORATE NARRATIVE, MEDIA & REPUTATION

- Owned the company's external voice: press releases, news releases, and the corporate narrative carried to customers, partners, and the market, holding one story across every audience.
- Placed the company in international trade press, including a feature in (Inside) Oil & Gas, and managed the media relations that contributed to two consecutive industry Readers' Choice awards.
- Led the market-facing communications for two multimillion-dollar acquisitions, owning announcement sequencing, press releases, and the external positioning of each deal alongside the internal integration message.
- Strengthened corporate and employer brand by modernizing the enterprise template and identity system and building the public social content that carried the company's story to candidates, customers, and community.

EXECUTIVE COMMUNICATIONS & THOUGHT LEADERSHIP

- Held delegated authority for the CEO's voice. Wrote and issued enterprise messages under his name and from his accounts, produced his thought-leadership content, and built the board materials, speeches, and public statements the company received as his.
- Coached technical and reluctant executives into credible public communicators, building the decks, scripts, talking points, and delivery guidance for leaders who could not translate their own expertise for a general audience.
- Served as communications governance point for cybersecurity, AI, and policy initiatives. Advised leadership to halt an underprepared enterprise AI policy launch and reposition it inside a formal organizational change plan, trading a fast rollout for a defensible one and materially reducing reputational and compliance risk.

CRISIS, CHANGE & ISSUES

- Owned crisis and emergency communications for a distributed field workforce, including hurricanes, wildfires, floods, and safety incidents, as the single channel between leadership and employees when the message could not be wrong and could not be late. A public relief campaign I wrote drove 19,000 pounds of donated food and 100+ volunteer hours.
- Applied Prosci and ADKAR methodology across restructures, rebrands, system rollouts, policy changes, and acquisitions, reframing disruptive organizational news so it landed as a coherent story rather than a threat.

THE FUNCTION, INTERNAL COMMS & EVENTS

- Built the communications function from zero. Ran a 30/60/90 assessment of stakeholders, channels, and workflows, then designed the governance model, editorial priorities, and enterprise cadence that became the company's operating rhythm.
- Directed and produced the enterprise event program, including Town Halls, Ask-the-CEO forums, QBRs, board and leadership meetings, State of the Company, and annual Kickoff, owning agenda, presenter coordination, script writing, executive prep, and day-of production.
- Rebuilt the company's most prestigious employee award, a \$10,000 honor, after recognizing mid-selection that the executive team had no shared definition of what it stood for and was defaulting to criteria belonging to a separate recognition program. Challenged leadership in the room to define the standard, then rewrote the nomination instrument. Nominations grew from 56 to 143 in a single year.
- Designed the launch and adoption campaign for Imperative University, the company's professional learning platform, where 98.8% of the workforce logged in and 4,738 hours of online training were completed in a single year.

- Built the measurement layer for the function, tracking engagement, adoption, and business-impact KPIs, and converting surveys and analytics into leadership recommendations rather than reports nobody read.

EDUCATOR, GIFTED SPECIALIST, CAMPUS LEADER | PLANO ISD

2006 - 2023

17 years in the classroom and in campus leadership at one of the largest districts in Texas. The buyer Amplify sells to, and the instructional research Amplify is built on.

- Completed the yearlong Texas Reading Academies covering the science of teaching reading, phonics, dyslexia, and evidence-based literacy, the same instructional research base Amplify's core literacy products are built on.
- Taught multilingual and English-language learners with scaffolding and differentiated instruction, the very students Amplify's biliteracy products are built to reach.
- Designed curriculum and learning experiences around how students actually process information, defend reasoning, and move their thinking forward, then adapted that content for varied learning styles and readiness levels.
- Coached and mentored teachers through collaborative planning, modeled instruction, and district professional learning, including newly appointed gifted specialists, extending effective instructional practice well beyond a single classroom.
- Selected for a yearlong Leadership Development Academy internship in campus operations, staff development, organizational decision-making, and stakeholder communication; earned Texas Principal Certification.
- Selected to present on Global Economic Interdependence at the National Council for the Social Studies Annual Conference. Teacher of the Year nominee, 2018.

CAREER DEVELOPMENT TRAINER & COACH | MONSTER.COM

2007 - 2010

- Delivered career-readiness workshops for competitively selected college students, coaching professional presence, storytelling, and interviewing in partnership with Lockheed Martin, PwC, Fidelity, and Target.

CUSTOMER COMMUNICATIONS SPECIALIST | HONDA FINANCE

2004 - 2006

- Managed a high-volume portfolio of end-of-lease customers, translating complex financial and vehicle terms into clear next steps and resolving escalations across customers, dealerships, and internal teams.
- Handled 200+ daily customer contacts as the team's top call-volume performer, holding accuracy and tone under continuous pressure, and mentored new hires on customer communication and escalation handling.

EDUCATION

MASTER OF EDUCATION, EDUCATIONAL LEADERSHIP University of North Texas | 2017

BACHELOR OF ARTS, COMMUNICATION THEORY Dallas Baptist University | 2004

CERTIFICATIONS

Texas Principal Certification (2018) | Gifted & Talented Certification (2015)

PROFESSIONAL TRAINING

Prosci / ADKAR Change Management (2025) | The Counselor Salesperson, Wilson Learning (2025) | DiSC | CliftonStrengths (2024) | Texas Reading Academy (2022-23) | Leadership Development Academy (2022)

TECHNICAL

Microsoft 365, Teams, SharePoint, PowerPoint, Excel | Claude, Microsoft Copilot, Enterprise ChatGPT | AI agent design & workflow automation | Power BI, Qualtrics, UKG, Zoho CRM | Cornerstone LMS, Canva, Video Up

AWARDS

Teacher of the Year Nominee (Plano ISD, 2018) | First Place, The Stock Market Game (SIFMA Foundation, 2018 / 2020 / 2021)

PROFESSIONAL AFFILIATIONS

International Association of Business Communicators (IABC), Dallas Chapter | Professional Speechwriters Association (PSA) | Women in Chemicals | Texas Association for the Gifted & Talented