



“Our intellectual capital, client-connecting capability, and real-time response are inherent in each relationship we build with our clients. They value our innovation and collaboration, but most of all, they trust us.” - Jeanne Buchanan

Jeanne Buchanan is director of marketing for CPS and a marketing consultant to its clients. Skilled at establishing and managing relationships with key internal and external clients, Jeanne serves as consultant and advisor to executive management teams to address strategic communications-related issues. She has developed key messages and executed comprehensive communications programs to enhance the reputation of corporations, build support for their initiatives, and strategically position them for maximum market valuation. An issue-spotter able to respond to fast-changing internal/external environments, Jeanne served as the communications executive during four corporate mergers, and is especially adept at crafting key messages to influence strategic change.

Jeanne's professional career includes senior management positions in marketing, investor relations, corporate communications, and media relations with Fortune 500 companies, primarily in the oil and gas industry. She served as focal communications point with shareholders, the investment community, employees, and media, providing information about corporate strategies and operations, financial performance, business conditions, and stock activity. She advised senior management on likely shareholder, analyst, and employee perception of and reaction to strategic and financial decisions. Following her time in the corporate world, Jeanne opened Folio Communications, a marketing consulting company.

Jeanne earned a bachelor's degree from the University of Houston and a master's degree in business administration from the University of St. Thomas in Houston.

Jeanne is president of Hill Country Women in Business and serves on the advisory board of the Cibolo Nature Center. She enjoys raising orchids and Boer goats. Jeanne and her husband Jeff Morgenthaler live in the Texas Hill Country northwest of San Antonio.

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