

Mark A. Overmann

102 Plymouth Street ♦ Silver Spring, MD ♦ 513-237-7480 ♦ mark.overmann@gmail.com

SUMMARY

Mark Overmann is an international affairs and diplomacy executive with 15 years of experience in the federal, NGO, association, and university sectors. He excels at government relations, including extensive work with the U.S. Department of State and Congress, strategic communications, and organizational development. Key strengths include managing complexity, operational excellence, and compliance. Mark is a published author and takes an active role in mentoring and coaching young professionals and students.

AREAS OF EXPERTISE

- International strategic communications
- Organizational strategy and development
- Managing complex networks
- Department of State portfolios and regulations
- Congressional relations and advocacy
- Public relations and representation

EXPERIENCE

Senior Manager

Accenture Federal Services

Washington, DC

2019—present

- Support global health and diplomacy programs via a variety of U.S. federal government client engagements

Vice President of External Affairs

InterExchange

New York, NY

2016–2019

- **Government Relations:** Implemented strategies that promote and protect InterExchange interests and required high-level engagement with Department of State (R, ECA, S/P, CA, TIP), Congress (SFAC, HFAC, SFOPS), and Administration (DPC, OMB, OIRA)
 - *Value delivered:* Influenced outcomes on 6 R/ECA regulatory agendas; Directed 85 Congressional visits over 18 months; Secured passage of 2 Congressional Resolutions (HRes 529 & SRes 357) and SFOPS legislation protecting ECA programs
- **Organizational Development:** Created and managed new External Affairs department with \$600K annual budget, 2 direct reports, 3 indirect reports; Managed 9 person Board of Directors; Coordinated strategic activities of 10 person Executive Leadership Team
 - ✓ *Value delivered:* Co-drafted 2017-21 Strategic Plan; Implemented Objectives and Key Results (OKR) framework to derive actionable insights and measure strategic progress via detailed data; Created from conception to implementation 2 multi-faceted and award-winning exchange programs
- **Strategic Communications:** Directed a suite of communications activities that promote and enhance programs and reputation, and protect interests; Established partnerships with diverse array of organizations to enhance programming
 - ✓ *Value delivered:* Streamlined communications channels into focused, multi-faceted campaigns to a client network of 13,500 program participants, 350,000 alumni, 4,600 host companies, 100+ global cooperators; Implemented innovative digital communications model that created 8x more stakeholder engagement
- **Thought Leadership and Public Representation:** Utilized multiple channels to feature organizational expertise and enhance contributions to the industry; Acted as organizational ambassador and regularly spoke at international conferences
 - ✓ *Value delivered:* 30+ articles written and 100+ edited; 10+ speaking engagements from 2017-19
- **Media Relations:** Managed organizational media engagement initiative; Acted as primary organizational spokesperson
 - ✓ *Value delivered:* Engaged regularly with 100+ outlets; Significantly increased media mentions and quotes
- **Industry Leadership Roles:**
 - Co-chair, Alliance for International Exchange Advocacy Steering Committee
 - Board member, World Youth Student Travel Confederation Cultural Exchange Sector Panel
 - Founding organizer, [Americans for Cultural Exchange](#) advocacy initiative

Deputy Director

Alliance for International Exchange

Washington, DC

2009–2016

- **Association Management:** Proactively cultivated relationships and generated solutions for 90 client organizations
 - ✓ *Value delivered:* Increased association membership by 16% and gross income by 60% over 6 years
- **Government Relations:** Created consensus on advocacy strategies for client organizations; Liaised with Department of State (R, ECA, H, S/P, CA, FSI), Congress (SFRC, HFAC, SFOPS), and Administration (OMB, OIRA); Led an array of federal advocacy campaigns
 - ✓ *Value delivered:* Influenced outcomes on 20+ R/ECA regulatory agendas; Pioneered grassroots campaign of 30+ Congressional events over 3 years; Contributed key elements to: increasing ECA appropriation by net 10% over 6 years; passing 2 amendments in S.744 (2013 Senate immigration bill); and whipping 105 signatures on 2015 House sign-on
- **Strategic Communications:** Managed full suite of communications, branding, and strategic messaging activities
 - ✓ *Value delivered:* Led successful communications upgrade including strategic messaging overhauls, new website creation, and innovative shifts in external information reporting and social media use

- **Organizational Development:** Played leadership role in ongoing financial and business activities
 - ✓ *Value delivered:* Managed 2 direct reports, multiple project consultants, and 15 person Board of Directors; Prepared and managed annual budget of \$1million; Ensured ongoing compliance with association Treasurer and directed annual audit; Developed organizational best practices and standards

Director of College Communications

Georgetown University

Washington, DC

2007–09

- **Strategic Communications:** Managed all communications for Georgetown College, University's liberal arts school, including web presence, print publications, and brand management; Served as Georgetown College webmaster
- **International Partnerships:** Directed the College's China initiatives and partnerships; Liaised with University Office of International Initiatives on overarching China strategy and program development
- **Strategic Development:** Shaped and implemented University communications policy through work with diverse group of communications offices, GUiDe Committee, and University Communications Working Group
- **Content Production:** Managed team of 6 communications specialists to produce feature/news stories for College print and web publications; Wrote and edited proposals and speeches for Dean of the College
 - ✓ *Value delivered:* Played key role creating multiple partnerships in China; Led re-branding of 30+ department and program websites; Launched new Georgetown College publication focused on science research

Program Associate, Communications

Global Ties U.S.

Washington, DC

2005–07

- **Content Creation and Editing:** Acted as editor of 10+ annual publications and monthly national newsletter
- **Government Relations:** Directed Congressional relations and coordinated advocacy activities of 100+ client organizations; Implemented targeted Congressional staff outreach campaigns; Liaised with Department of State (R, ECA)
- **Organizational Development:** Hired and supervised 6 interns per year; Administered fundraising and corporate partnerships, and managed donor database of 1,000+ entries; Managed Community Summit on Citizen Diplomacy seed grant program
 - ✓ *Value delivered:* Implemented targeted Congressional staff outreach campaigns; Managed creation and launch of new organizational website; Designed and produced two publications for National Summit on Citizen Diplomacy

English Teacher

Yanji International Technical High School

Yanji City, Jilin Province, CHINA

2002–03

- Taught conversational English and American culture to 6 classes of 20-25 students per class
- Organized and directed after-school and weekend activities, including supplemental English classes and social events

PUBLICATIONS

Working World: Careers in International Education, Exchange, and Development, with Sherry L. Mueller, Georgetown University Press: Washington, DC, 1st edition: 2008; 2nd edition: 2014.

RECENT PROFESSIONAL SPEAKING ACTIVITIES

- Featured speaker, *Hostelling International USA Study Abroad and Global Influencer Summit* (New York, NY) 2019
- Panel speaker, *World Experience Travel Market conference* (Seville, Spain), 2018
- Featured guest, *People Like Us*, podcast highlighting altMBA alumni, August 13, 2018 [\[link\]](#)
- Panel moderator and speaker, *Institute of International Education Summit on Generation Study Abroad* (Washington, DC) 2017
- Featured speaker, *Alliance for International Exchange Annual Meeting* (Washington, DC) 2017
- Panel speaker, *World Experience Travel Market conference* (Munich, Germany), 2017

RECENT MEDIA QUOTES

- "US Dept. of State begins vetting student visa applicants' social media," *PIE News*, June 25, 2019 [\[link\]](#)
- "US ushers in huge hike in SEVIS fee charged to international students," *PIE News*, May 23, 2019 [\[link\]](#)
- "IIE Summit Highlights the Importance of Study Abroad," *Diverse Issues in International Education*, February 20, 2019 [\[link\]](#)

EDUCATION

altMBA Organizational Leadership Seminar

Honor: Wendy Kopp Leadership Award

August 2017

American University

Master of Arts, School of International Service (International Communication)

Washington, DC

2003–05

University of Notre Dame

Bachelor of Arts, English

Notre Dame, IN

1998–2002