


Dave Oates, APR

San Diego County, California, United States

 david@publicrelationssecurity.com

 858-300-6168 Ext. 701

 [linkedin.com/in/davidoates](https://www.linkedin.com/in/davidoates)

Summary

Dave Oates is a Corporate Communications and Crisis PR expert with nearly 30 years of experience in the field. He helps organizations build and repair their brand's reputation in the press and online. Dave can handle any situation and train others to do the same. As a U.S. Navy Public Affairs Officer and a corporate PR professional, he also dealt with a broad range of crisis issues. These include mass layoffs, large-scale accidents, product recall, inappropriate acts by executives, and more.

Dave Oates has been quoted in several news articles. They include the Huffington Post, Washington Business Journal, NBC San Diego, and Restaurant Business. He's also authored several Amazon eBooks on Crisis Communications for particular instances and also produced four LinkedIn learning courses in Crisis Communications.

Dave Oates is an Accredited Public Relations (APR) specialist. He received his MBA from San Diego State University and a B.A. degree from the University of Maryland. He is also a Past President of the San Diego Rotary and served as a Lecturing Professor at San Diego State.

Experience

Advisor

Market Ready Index®

Jan 2019 - Present (4 years 9 months)

Principal

PR Security Service

Aug 2018 - Present (5 years 2 months)

Crisis PR services for all organizations, because any firm can go from "Hero" to "Zero" in one Instagram post!

Chairperson

ROTARY CLUB OF SAN DIEGO FOUNDATION INC

Jul 2020 - Jun 2021 (1 year)

President

San Diego Rotary Club

Jul 2019 - Jun 2020 (1 year)

4th Largest Rotary Club in the world.

Principal

Stalwart Communications, Inc.

Nov 2006 - Jul 2019 (12 years 9 months)

Launched Marketing and PR agency on the Pay-on-Performance model for corporate, government and non-profit organizations



Lecturing Professor

San Diego State University

Dec 2018 - May 2019 (6 months)



Director of Marketing

Financial Profiles, Inc.

Sep 2004 - Nov 2006 (2 years 3 months)

Brought on board to revamp marketing strategy, overhaul online and print branding and create quantifiable measures of effectiveness. The position originally reported to VP of Product Management, but elevated department status to Executive Team level by mid 2005. Supervise four-member staff in all marketing-related strategies and programs. Managed high, six-figure annual budget, tied to a percentage of revenue.



Manager, Strategy and Planning

ContentOne

Jul 2002 - Aug 2004 (2 years 2 months)

PR/Marketing strategist for agency's software clients serving supply chain, security, business process management and Internet industries.. Versed in go-to-market strategy, corporate/product messaging, competitive analysis and industry analysts/media relations.



Senior Media Relations Manager

McQuarrie Group

Sep 2000 - Jun 2002 (1 year 10 months)

Responsible for all business and business tech media relations for wireless, Bluetooth, semiconductor and B2B software clients.



Public Affairs Officer

US Navy

Aug 1998 - Aug 2000 (2 years 1 month)

Public Relations specialist with team of 8 for 7,500-member battle group. Comprised of internal/employee communications as well as media, government, international and community relations.

Reported to senior flag officers. Tour culminated more than nine years of Navy management experience in operations and marketing communications.



Public Affairs Officer

U.S. Department of Defense - U.S. Support Group, Haiti

Sep 1997 - Mar 1998 (7 months)

Managed all public affairs initiatives and policies for 500-member medical and civil engineer humanitarian task force. Developed and implemented internal media relations; community and

international outreach programs; and proactive media relations increasing awareness of unit mission to U. S. and international markets.



U.S. Navy Officer

US Navy

May 1991 - Sep 1997 (6 years 5 months)

Division officer on ship and shore-based installations. Managed teams between 10 and 20 people as well as multi-billion dollar combat and engineering equipment in operational environments. Consistently ranked in the top 10 percent of peers for leadership and technical acumen.

Education



San Diego State University

MBA, Business

2002 - 2004

MBA



University of Maryland

BA, Government and Politics

1987 - 1991

Government & Politics

Licenses & Certifications

 **accredited public relations** - Public Relations Society of America (PRSA)



Crisis Communication for HR - LinkedIn

Skills

Public Relations • Marketing Strategy • Advertising • Lead Generation • Non-profits • Retail • Messaging • Social Media • Strategic Planning • Media Relations