

TRICIA GRIFFIN

(415) 488-5727 | tricia@fortyfields.com

Ethics Education | Reputation Management | Crisis Communications

PROFILE

Seasoned professional with nearly twenty years of experience building strong corporate reputation programs, managing crises, and cultivating ethical decision-making within organizations. Proven ability to integrate actionable, values-based ethics principles into all areas of business, including strategy, finance, technology, human resources, and communications.

PROFESSIONAL EXPERIENCE

FORTY FIELDS

Founder and Executive Director

2017-Present

Provides ethics education and consulting services to organizations of all sizes and industries. By prioritizing ethics beyond compliance, my work emphasizes ethical deliberation as a regular and structural part of professional development. I am seeking to facilitate ethics education sessions with front line employees and managers to help them identify and discuss the ethical dilemmas they face. I also partner with executive leadership to support policy development, reputation management, and crisis issues.

SABBATICAL

2016-2017

DIGNITY HEALTH, SAN FRANCISCO

Vice President, Corporate Communications

2013-2016

Led strategic internal and external communications for the \$15 billion health system comprised of 38 acute care hospitals in California, Arizona, and Nevada. Provided daily counsel to members of the Board of Directors, executive team, and hospital presidents on key issues facing the industry, and in which ethics and moral values came into conflict. Regular participation in ad-hoc Ethical Decision-Making Committees that guided the organization's response to issues such as organ donation, patient financial assistance, and employee benefits. My tenure also resulted a comprehensive reputation program ensuring that Dignity Health was known as a quality provider, employer of choice, and a socially responsible organization.

CATHOLIC HEALTHCARE WEST

Director, Media Relations

2007-2013

Responsible for all internal and external communications for major corporate announcements, including mergers, financial disclosures, contract negotiations, clinical quality milestones, and personnel matters. I was the lead response expert for all crisis communications involving lawsuits, adverse patient events, organized labor actions, and natural disasters. Provided media training and staffing for executive leadership during the Affordable Care Act negotiations, including preparing the CEO for meetings with White House staff, members of Congress, and one-on-one meetings with the President of the United States (then Barack Obama).

Manager, Corporate Communications & Issues Management

2000-2007

Primarily supported leadership communications and developed 25+ Subject Matter Expert Guides, which provided the ethical grounding and strategic messaging for the top issues facing the industry (e.g., hospital billing, seismic regulations, staffing ratios, health care reform). Maintained daily contact with reporters, including pitching stories. Conducted day-long and on-the-spot media training. Extensive writing and detailed analyses to the Board of Directors to assist in its decision-making about the organization's reputation and strategic direction.

THE AVRAM MILLER COMPANY, SAN FRANCISCO, CA

Venture Associate

2000

Managed and tracked deal flow activity for \$2 million in angel investments, evaluated business proposals, and provided assessments to support executive investment decisions. I additionally managed and tracked venture fund distributions for use in qualified small business reinvestments.

EDUCATION

MS, Health Care Ethics	Creighton University, Omaha, NE	2019 (<i>In Progress</i>)
MFA, Writing	University of San Francisco, San Francisco, CA	2004
BA, English	University of California, Berkeley, CA	1997

COMMUNITY INVOLVEMENT

American Society for Bioethics and Humanities, Chicago <i>Board of Directors</i>	2018-Present
Creighton University, Omaha <i>Graduate Board of Directors</i>	2019-Present
St. Anthony's Foundation, San Francisco <i>Board of Directors</i>	2014-2016
Dignity Health Global Missions, San Francisco <i>Advisory Board</i>	2007-2011
Chabot Space & Science Center, Oakland <i>Volunteer, Mentor</i>	2005-2013
Meditation Instructor	2010-Present