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COMMUNICATIONS STRATEGIST FOR GLOBAL COMMERCIAL ORGANIZATIONS

SENIOR-LEVEL COMMUNICATIONS ADVISOR + BUSINESS PARTNER IN GLOBAL ENVIRONMENTS
ENTERPRISE STORYTELLER CREATING KEY MESSAGING + CASE STUDIES TO DRIVE ADOPTION + RESULTS
CONNECTIONS CULTIVATOR, ALIGNING SALES / MARKETING / OPERATIONS AMID GROWTH + CHANGE

12 global markets opened in <5 years (for multibillion\$\$ conglomerate) Yum Restaurants
High-level, global / growth strategy presentations deliveredYum Restaurants
>85% of leaders promoted in 1 year following exec communication program Klarity/Women Unlimited

- **Navigating Ambiguity + Change:** Collaborated + built **communications bridges** across internal stakeholders and executives in globally **diverse multi-business-unit entities** amid periods of major disruption, innovation and change.
- **Global Leadership Influence:** Swayed GMs, country managers, etc. clinging tightly to familiar multibillion-dollar concepts to invest in the launch + **fastidious execution of fresh brand** (Taco Bell) into **global franchises**.
- **International Brand Developer:** Orchestrated **start-up positioning / launch / adoption of brand in 12 markets** (India, Dubai, Kuwait, UK, Spain, Greece, Cyprus, Mexico, Panama, Colombia, South Korea + Japan). Directed all communications initiatives, developing global platform + local presence: **advertising, marketing, social + digital media**, etc.
- **Savvy Communicator + Presenter:** **Applying a storied approach**, increased partnership engagements through **strategic pitches**. Overcame Fortune 1000s' natural hesitancy to invest in an external solution for **internal executive development**. As a result, spurred **double-digit growth** for WOMEN Unlimited, Inc.'s LEAD program.

EXECUTIVE PERFORMANCE OVERVIEW

I've been at the helm of multimillion-dollar global communications challenges requiring savvy influence skills + perpetual ROI substantiation. As a communications partner to business, I create communications strategies that enable both organizations—and the individuals therein—to align with the corporate story. This forges a stronger narrative that cultivates more authentic, global connections + drives measurable impact.

Clarity, amid complexity, paves a path to action, results + a brighter future. Communication is the enabler.

■ KLARITY INTERNATIONAL, Aliso Viejo, CA <http://klarityinternational.com> 2014 to Present

CHIEF COMMUNICATIONS OFFICER | PROGRAM FACILITATOR + BUSINESS DEVELOPMENT CONSULTANT

Propelled start-up **communications consultancy** into sought-after resource by Fortune 500s/1000s. Coach high-potential senior leaders in high-stakes scenarios to pitch ideas / programs / funding – sell themselves using a strategic, storied approach. Collaborate with teams to drive communication and productivity improvements.

- **Prepped senior executive who negotiated board-approved budget** to reorganize + strategically align team with objectives and future client needs; exec client was commended by board for leading “best board meeting in years.”
- **Architected rebrand for + coached financial controller toward promotion to CFO** + executive team member via improved communications and executive presence.
- **Multiplied communication + productivity results**, compelling already high-functioning team from ‘good’ to ‘great.’ Using communication tool, created judgement-free environment to attack roadblocks + achieve breakthrough engagement.

Vaulted LEAD program 35%, the signature program for client, [WOMEN Unlimited, Inc.](#), expanding existing Fortune 1000 company relationships (Sony Electronics, Quest Diagnostics, etc.), and recruiting new companies (Boeing, Hyundai, etc.). As a result of LEAD program success, I've been invited to deliver internal workshops nationwide on leadership influence, persuasion, executive presence and strategic networking.

- Conducted **leadership training** for **>100 women** on executive leadership, presence and communication.
- Result: **>85%** of participants advanced to more senior levels of leadership within their companies in 1 year.

■ YUM RESTAURANTS, INTERNATIONAL, Louisville, KY <http://yum.com> 2004 to 2014

GLOBAL DIRECTOR, MARKETING + COMMUNICATIONS, TACO BELL INTERNATIONAL (2007-2014)

Advanced growth globally within multibillion-dollar conglomerate, influencing excitement + vision and executing upon value of multibillion-dollar domestic brand (Taco Bell), speeding YUM's key growth strategy. Applied Central America success models + case studies to sail ahead into >dozen ports of entry, align with global brand essence and achieve local relevance.

Overcame entrenched, indifferent perceptions with a **swift-ROI brand story** with the U.S. featured as proof of concept for investing in Taco Bell; subsequently lured the interest of franchisees.

- Launched in **12 new markets/5 years/10-20% growth**, developing global vision, communication + digital strategy.
- As trusted VP + General Manager **communications advisor**, buttressed global meetings + commercial initiatives.
- Helmed **Global Marketing Conference**, 1st-ever for Taco Bell, hosting marketing partners, franchisees + global execs swapping strategies + creating consistent brand voice/customer experience.
- Piloted **growth-strategy message** for Taco Bell International message for 2,000 franchisees + executive attendees (KFC, Pizza Hut + Taco Bell) at global YUM franchise summit.

SENIOR FIELD MARKETING MANAGER, WESTERN U.S.—TACO BELL CORPORATION (2004-2007)

Achieved 3-7% YOY same-store growth across region, amid 4-year leadership initiative that involved media + business plan communications efforts to expand revenue, turn around a declining market + fortify franchisee relationships.

- Spurred 3% revenue rise (from 5% dip) in San Diego market.
- Addressed Latino client base, including Spanish-language media and brand activation.

■ AGENDA MARKETING (currently, AMP Advertising Agency), Costa Mesa, CA 2002 to 2004

DIRECTOR OF CLIENT SERVICES

Transformed Coca-Cola relationship from transactional to thought-partnership, innovating new distribution acquisitions.

■ DOMINO'S PIZZA, Ann Arbor, MI 1997 to 2002

SR. FIELD MARKETING MANAGER / FRANCHISE MARKETING MANAGER

Revamped + optimized ROI of 100% franchise-owned markets (Western U.S.), with emphasis on relationship trust rebuilding with franchisees. Coached + trained in-market specialist team. Achieved **double-digit sales uptick**, 4 years.

Prior Experience: FLAGSTAR, INC., Marketing Manager; DEP CORPORATION, Assistant Brand Manager; MCDONNELL DOUGLAS, Marketing Communications Specialist.

EDUCATION | DEVELOPMENT

M.I.M., MBA, Marketing, Thunderbird School of Global Management

BA, International Business, California State University

Board Certified Coach (BCC), Executive Coaching, Center for Credentialing + Education

Languages: German + Hungarian (conversational)