

Jim Barillo

Communications Specialist

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Jim Barillo joined HudsonLake in March 2016, bringing more than 15 years of experience executing integrated communications programs including employee engagement, executive thought leadership, public relations and change and reputation management. He brings a proven track record driving results for large organizations in health care, consumer, retail, financial services and other segments. As a former journalist with extensive professional writing experience, Jim is also well versed in content development and crisis management.

Before joining HudsonLake, Jim led communications for Dell Application Services—a \$1 billion B2B business—working with senior executives on all internal and external communications matters. Jim also served as Director of Corporate Communications at leading sporting goods lifestyle brands, Golfsmith International and BRG Sports, serving as a company spokesperson and managing internal and external communications at both companies. He also previously managed executive and change communications for global medical device and healthcare technology leader, Carestream Health, where he spearheaded a multi-year culture change and engagement initiative while also leading digital marketing and social media efforts.

After working in San Francisco, Silicon Valley and New York, Jim now resides in Austin, Texas with his wife and two children. He holds an M.S. degree in communications media and technology from the Rochester Institute of Technology and a B.S. in english from Boston College.