



Mr. Gerald "Jerry" Michaud

Teams: Healthcare & Bio-Science; Strategic Communications

Expertise Areas

- Marketing, Advertising, Graphic Design, and Branding
- Public Relations and Strategic Communications
- Crisis Communications and Risk Management
- Government Agency and Nonprofit Organization Management and Advancement

Professional Experience

Mr. Michaud is an expert strategic communications professional, supporting clients with expertise built from executive positions in advertising and public relations agencies, commercial and national nonprofit organizations, and the U.S. federal government.

Prior to joining The SPECTRUM Group, Mr. Michaud served as the Executive Director of the Office of Communications for the Veterans Health Administration (VHA), where he led the Veterans Administration's (VA's) messaging to veterans, employees, media, and the public, including during the COVID-19 pandemic. He also led VHA's largest outreach effort: implementing PACT Act legislation to invite toxic-exposed and newly-eligible veterans to enroll in VHA's health care programs across its 174 medical centers.

Mr. Michaud previously served in senior marketing and creative direction executive positions with global agencies and companies, including Rapp Worldwide and Broderbund Software. He supported client accounts with strategic communications, advertising, and marketing including multi-channel marketing, branding, social media, publications, corporate and executive communications, and message development and strategic planning.

In addition to his work at The SPECTRUM Group, Mr. Michaud serves as the Chair of the End Hunger Network and of the Roll of Honor Foundation. He previously served as Senior Director of the Cystic Fibrosis Foundation. Mr. Michaud holds an active PMP certification.

Key Positions

- Veterans Health Administration (VHA): Senior Advisor to the Chief of Staff; Executive Director, Office of Communications
- Vice President and Creative Director, Rapp Worldwide
- Vice President of Marketing, Broderbund Software

Education

- M.A., University of Detroit Mercy
- B.A., University of Detroit Mercy

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