

MITCH LEONARD

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Global Communications & AI Strategy Leader architecting insight-led, responsible AI transformation for enterprise storytelling at scale.

EXPERIENCE

Integrated Communications & AI Lead | RTX

Aug. 2022 – Present | Remote

- Lead Global Communications AI strategy for a 300+ person function, scaling responsible integration across storytelling, media monitoring, and reporting while defining the roadmap for near- and long-term priorities.
- Increased AI adoption by 153% and community participation by 80% by scaling a cross-functional working group, training 100+ communicators, and deploying governance standards across 7 Centers of Excellence.
- Designed GenAI-enabled experimentation frameworks across owned and social channels, improving engagement by up to 45% and accelerating outcome-driven content optimization.
- Led \$400K+ integrated enterprise campaigns, aligning creative, media, executive comms, and PR to deliver cohesive, data-driven storytelling across digital, social, and experiential channels.
- Translated emerging AI trends and performance signals into strategic recommendations for senior leadership, elevating the Global Communications from reactive execution to proactive insight.

Digital Engagement & Content Operations | Land O'Lakes, Inc.

April 2021 – July 2022 | Arden Hills, MN

- Developed integrated digital engagement strategies across B2C and B2B business units, increasing inbound engagement by 30% and driving 4% cross-channel audience growth.
- Led enterprise-wide Sprinklr implementation across multiple business units, reducing manual workflow tasks by 30% and standardizing reporting, governance, and automation processes.
- Translated social listening and performance insights into campaign optimization strategies that consistently outperformed baseline performance benchmarks.

Account Management | Colle McVoy & Exponent PR

Jan. 2019 – April 2021 | Minneapolis, MN

- Directed \$350K+ multi-channel communications campaigns for national B2C and B2B clients, aligning PR, digital, and paid strategies to exceed performance KPIs.
- Built measurement and escalation frameworks to proactively manage high-risk narratives, protecting brand and executive reputation across complex, matrixed organizations.
- Led crisis and community engagement response, managing 500+ monthly inquiries and coordinating cross-functional resolution strategies with client leadership teams.

VOLUNTEER EXPERIENCE

National Marketing Committee Member – Scouting America

2024 – Present

Social Media Hub, Men's Final Four – NCAA

2019

AWARDS

32 Under 32 Honoree – Advertising Federation of Minnesota

2025

PRSA Classics Awards – Proof Alliance & Cub Cadet, Exponent PR

2020

Eagle Scout – Scouting America

2012

EDUCATION

Bachelor of Arts in Public Relations and Interactive Digital Studies
University of Northern Iowa

2018
Cedar Falls, IA