**Ryan J. Patschke**

Director, Communication & Change Management, Denver

Relevant Experience/Specialization

Ryan is a director of communication and change management in Willis Towers Watson’s Denver office, where he helps clients develop creative and engaging communication materials in all types of media, as well as implement change management and communication strategies related to benefit and human resources issues.  He has over sixteen years of HR communication and change management consulting experience.

Thought Leadership

Ryan has worked with major employers in the architectural and engineering services, mining, education, energy, technology, health care, entertainment, airline, aerospace,defense, automotive, real estate, consumer packaging and investment services industries.  Some of Ryan’s responsibilities include:

|  |  |
| --- | --- |
| * Creating and implementing large, complex benefit change and retirement education strategies and campaigns for a variety of clients in many different industries * Developing communication and change management strategies around the implementation of both active and retiree private health care exchanges * Developing and implementing communication and change management strategies around pay and incentive program redesigns * Designing and implementing culture of health and wellness strategies that aim to change employee behavior and promote positive outcomes | * Branding Total Rewards, Wellness and Benefit programs, facilitating client branding workshops and implementing new brands effectively to gain recognition * Conducting focus groups on the topics of benefits, pay and performance and rewards * Developing and executing a communication and change management strategy to support a global HR technology transformation * Creating content and the user-experience for client benefit websites and implementing communication campaigns to introduce the websites to employees |

Before joining Willis Towers Watson, Ryan worked as a senior communications analyst for another major human resource consulting firm in Los Angeles where he was involved in similar projects.

Education and Credentials

Ryan has a bachelor’s in communication arts with a theory and rhetoric emphasis from the University of Wisconsin – Madison.