



Robert G. Sims

Rob Sims has devoted more than 20 years to the development and execution of marketing communication strategies. Currently serving as director of client communications for Kaplan EduNeering, Rob has also worked as a technical writer for EDS, and he spent three years working for a not-for-profit life science research organization, BIOSIS, in the mid-1990s. He was a key marketing communications team member for the Dow Jones division that became Factiva, and he also spent four years in the insurance division of Merrill Lynch, helping to implement Six-Sigma-driven marketing programs.

"Having seen my town devastated by a flood, I know all too well that 'relief' isn't a steady, continuous process," says Rob. "After the disaster, there's the Red Cross, of course, and there are helpful church- and other local groups, but they aren't equipped to stay close to the long-term rebuilding effort. They aren't equipped to work with town leaders, and they aren't equipped to help towns identify funding resources, engineering experts, federal agencies, grants, etc.

"There's a gap in our disaster relief process," he continues. "Dan has seen it. He has lived it, and that's why there's Each One for Us All. I know that Dan's innate ability to connect people, to link experts, and to share knowledge will enable towns to rebuild so folks can get their lives back to normal. That's why I'm honored to be part of this organization."