

James E. Huckfeldt, APR

Mr. Huckfeldt is president of First Team Marketing and Communications, a full-service firm offering strategic program development, branding and corporate positioning, naming, media relations, measurement and research. He has represented clients ranging from DuPont, GE and 3M to ASCO Power Technologies and the Smart Card Industry Association.

He has more than three decades of experience helping companies market products and services to consumer and business-to-business marketplaces. He has created effective, results-oriented programs addressing a range of business topics including high technology, automobiles and professional services (financial, legal and business startups) and a spectrum of consumer products and services running the gamut from entertainment to healthcare.

Other clients he has represented include the U.S. Committee for Energy Awareness, Princeton Capital Finance Company, ICI Stuart Pharmaceuticals and PNC Bank-Delaware.

His experience includes 11 years with Burson-Marsteller, one of the world's largest and most respected public relations firms. As a Vice President at the company's New York City flagship office, he developed and managed strategic marketing and issues communications programs for business-to-business and consumer companies.

Before joining Burson-Marsteller, he was a program coordinator with the General Electric Company News Bureau. He helped develop and implement publicity campaigns for the company's nuclear energy business. He handled major consumer and business media, managed visits by international press and implemented aggressive publicity programs. Part of his responsibility was coordinating sensitive publicity activities with the corporation's PR office.

He started his career with the Illinois State Employees Association, a political lobby for state employees. He created and produced campaign material for bargaining rights elections, published a monthly newspaper and trained board members in publicity techniques.

He earned accreditation (APR) in the Public Relations Society of America and was recognized as one of about 1,100 seasoned PR professionals who had been accepted into The Counselor's Academy of the Society.

He was graduated from the University of Missouri—Columbia, School of Journalism, with a Bachelor of Journalism in news reporting. He worked as an investigative reporter on the Columbia Missourian daily newspaper and was honored with membership in Kappa Tau Alpha for scholarship in journalism.

He also served in the U.S. Armed Forces during the Vietnam Conflict. He earned a Certificate of Merit for commendable performance of duty as a liaison between Headquarters, U.S. Army, Europe and Seventh Army, and the Pentagon and the U.S. Armies in the United States.

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