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A United Technologies Company



Jay DeFrank

**Vice President, P&W Communications
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Jay DeFrank is vice president, P&W Communications & Government Relations. He leads P&W worldwide internal and external communications, including public relations, social media, employee communications, visual media services, advertising and branding, public affairs, and communications in support of sales and marketing. In addition, Jay manages P&W Rocketdyne and P&W Canada. A member of the Executive Committee, Jay reports to P&W President David Hess.

He joined UTC in 2006 as communications director for Chairman and CEO Louis Chênevert, and in 2008 assumed his current position at Pratt & Whitney. Before joining UTC, Jay founded a think tank for the Space Foundation in Washington D.C. and directed the foundation's Washington operations.

During 30 years of active duty service in the U.S. Air Force, he directed media relations for the Air Force and later for the Department of Defense, where he was a key architect of the Iraq War news media embed program. He directed all communications for the U.S. Air Force in Europe, the Levant and Sub-Saharan Africa, and finished his career working for the Secretary of the Air Force, directing the full spectrum of Air Force communications and managing a career field of approximately 1,500 communicators.

Jay graduated from Southern Connecticut State University with a degree in journalism. He earned a masters degree from the University of Southern California's Annenberg School of Communication, where he concentrated on the economic and cultural impacts of emerging communication technologies. He received his doctorate from the University of Colorado, where he focused on using media, interest groups and third-party experts to drive policy agendas.

Jay taught advanced communications strategies and tactics at the graduate and undergraduate levels at the University of Colorado. He also taught media and national security at the graduate level for Georgetown University's strategic studies program. He has lectured widely on strategic communications at leading universities and major domestic and international industry and government conferences. In addition, he edited the professional journal *Communications Law and Policy*.