

Sam Pulcrano

Vice President, Corporate Communications

Sam Pulcrano was named vice president of Corporate Communications in January 2011. He reports to the Deputy Postmaster General.

Pulcrano is responsible for internal and external communications for the Postal Service, including public affairs, media relations, corporate messaging, brand equity and design, employee communications, video production and photography, speechwriting, crisis communications, community relations and a nationwide network of field communications professionals.

Previously, Pulcrano was vice president of Sustainability. He also served as director of Safety and Environmental Performance at USPS Headquarters. He began his career as a mail handler in Poughkeepsie, NY, in 1975. He also has held key positions in Human Resources and Labor Relations at the district and area levels.



Pulcrano has over a decade of experience coordinating internal and external communications. During the anthrax and ricin attacks, he led the cross-functional teams that kept employees and the American public fully informed of the actions that the Postal Service and other government agencies were taking to keep the mail moving and USPS employees and customers safe.

He instituted reporting on Postal Service progress in its sustainability efforts by creating the annual *Sustainability Report* that was first published in 2009. He directed the creation of three robust websites (usps.com/green, blue.usps.gov/sustainability and liteblue.usps.gov/sustainability) to increase awareness of Postal Service efforts to incorporate sustainable methodologies in all business practices. These websites are instrumental in educating employees and customers about sustainability issues.

Pulcrano has a long history of employee engagement throughout the organization including his innovative and participative efforts with Postal Service unions and the Occupational Safety and Health Administration which achieved a 50 percent reduction in employee injuries nationwide. In 2009, he launched the Lean Green employee engagement initiative that focused on broad-based education to assist employees in taking steps to reduce waste, and the use of energy, fuel, materials and water throughout buildings, processing plants and Post Offices.