



Chris Talley
Vice President

Biography

Chris Talley is responsible for USAA's External Communications team, including reputation management, consumer and military media relations, public affairs leadership and advocacy initiatives. In addition, he oversees a robust education program designed to provide financial advice to USAA's nearly 8 million members through *USAA Magazine*, news and advice on usaa.com and other channels. Collectively, the team positions USAA as the financial services provider-of-choice for the military community and their families while also seeking to facilitate their financial security.

Chris joined USAA in July 2008 from PR firm Fleishman-Hillard International Communications (FH). During his 13 years at FH, he planned, managed and executed numerous multi-state, multi-office corporate issues and communications programs for a wide range of clients and industries. In addition, he served as general manager of FH offices in Austin, Houston, and San Antonio. During the last half of 2006, Chris served as the FH on-site team leader at USAA. In that role he helped direct all team activity for proactive media relations campaigns, interfaced with USAA communications and marketing executives, and provided strategic counsel on a wide variety of subjects.

He spent roughly half of his agency career working side-by-side with clients in the front lines. From mid-1999 through mid-2004, he served as an on-site Fleishman-Hillard team leader at SBC Communications corporate headquarters in San Antonio (now AT&T). Key assignments included leading a field media relations team that managed proactive and reactive press relations for the core 13-state operating territory. He also served as a corporate spokesman and lead counselor on a broad range of key reputation matters, employee communications, and a variety of executive positioning and support programs.

Chris joined FH in 1995 after working at Houston's Churchill Group Inc. While in Houston, he undertook numerous on-site client assignments and provided counsel, including media training sessions in Texas and Florida, to the United Space Alliance (USA). He previously worked for nearly five years in the public affairs department of Lockheed Martin Space Systems in Denver, where he managed internal communications programs and supported community outreach and media relations efforts.

Chris holds a bachelor's degree in journalism from Baylor University and a Master of Business Administration degree from the Colorado campus of the University of Phoenix. He serves on the executive board of the Alamo Area Council for Boy Scouts (San Antonio), the board of KRLN-PBS TV (San Antonio), and Sunshine Cottage for the Deaf. For more than 20 years, Chris and his wife Laura have served on the media relations team for the AT&T Cotton Bowl. They also have volunteered in media relations capacities for numerous sporting events, including several NCAA men's and women's basketball championships.

Chris and Laura are the proud parents of three children, Michael, 16, Megan, 13, and Caroline, 11. Laura is active in the community, volunteering on PTA boards and previously serving as the president of the Junior League of San Antonio and one of the founders of Literacy San Antonio.