


COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

Recent Appointments from the World of Communications, Winter 2006/07



Stefan Pöttler 
 Position: Spokesman for the
 Chancellor of Austria
 Working Languages: DE, FR, EN
 Nationality: Austrian
 Company: Republic of Austria
 Start: January 22, 2007



Austria: Stefan Pöttler appointed Spokesperson for the Chancellor

On January 21st Stefan Pöttler started in his position as Spokesperson for the newly elected Austrian Chancellor Alfred Gusenbauer. Prior to taking this position he was Manager of the Publishing Firm ECHO in Vienna and was active for 10 years as the Social Democrat's (SPÖ) Parliament Club Speaker.




Emma Jacobs 
 Position: Director of Communications
 Working Languages: EN
 Nationality: British
 Institution: Financial Times
 Start: November 20, 2006



UK: New Director of Communications at Financial Times

Emma Jacobs has joined the Financial Times as Director of Communications where she reports directly to CEO John Ridding. Jacobs has 17 years of experience in international business journalism and communications, having previously worked for Time Inc., Freud Communications, CNBC and The Investor.



Claas Sandrock 
 Position: Head of Communications
 Working Languages: DE, EN,
 Nationality: DE
 Company: Beiersdorf
 Start: October 1, 2006



Germany: Sandrock leads Communications for Beiersdorf

Claas Sandrock became Head of Communications at Beiersdorf as of the 1st of October 2006 after spending 10 years building up corporate communications as Head of Media Relations and Director of Corporate Communications at E-Plus in Düsseldorf. In his position, which was formerly occupied by Margaret Buhse, he reports directly to CEO Thomas B. Quaas.



George Trefgarne 
 Position: Director of Media
 and Research
 Working Languages: EN
 Nationality: British
 Company: BP
 Start: December 2006



UK: Addition to Communications team at BP headquarters

George Trefgarne started as Director of Media and Research at British Petroleum in December. He came to BP after 10 years with the Telegraph Group as City columnist and editor of the Sunday Telegraph Newspaper. Trefgarne's main responsibilities at BP will be speechwriting for senior managers, corporate writing as well as other press responsibilities.




Ignacio Sanchez Leon 
 Position: Corporate Communications
 Manager
 Working Languages: SP, EN, DE
 Nationality: Spanish
 Institution: SEAT
 Start: January 24, 2007



Spain: SEAT appoints new Corporate Communications Manager

On the 24th of January 2007 Spanish automaker Seat named Ignacio Sanchez Leon head of a newly created global corporate communications department in Barcelona. Leon has previously been working with Bayer Hispania Industrial, S.A. at its Barcelona headquarters until becoming Head of the Corporate Marketing and Communication Directorate at the Bayer Group for Spain and Portugal. In the past he has also worked in Germany as a marketing and communication consultant for various private entities and international organisations.



Petra Duschek 
 Position: Head of Communications
 Working Languages: DE, EN
 Nationality: German
 Institution: Oracle Germany
 Start: January 1, 2007



Germany: Duschek new Head of Communications at Oracle

Petra Duschek took her position as Head of Communications at Oracle, Germany on the first of January. Formerly in this position was Chari Lazarides. Prior to Duschek's January appointment she was working in PR and Press and Customer Reference at Oracle. In her new position she reports to Gaye Hudson, Vice President of Corporate Communications.



Elisabeth Mattes 

Position: Head of Business Communications
Working Languages: DE, EN
Nationality: Austrian
Institution: Telekom Austria
Start: January 1, 2007



Austria: Communications are Restructured at Telekom

As of January 1 Elisabeth Mattes now leads Business Communications for Telekom Austria while retaining her previous position as spokesperson for Mobil Telekom. In her new position, she will report to Boris Nemsic, Chief Operating Officer. Positions in the areas of national and international Public Relations are also soon-to-be filled. The German-language press will be entrusted to Alexander Kleedorfer, and Lara Luchesa will handle International Media Concerns.



Halvor Molland 

Position: Head of Communication,
Aluminium Metal
Nationality: Norwegian
Working Languages: Norwegian, EN
Company: Norsk Hydro,
Aluminium Metal
Start: May 1, 2006



Norway: New Head of Communication at Hydro

Mr. Molland took his position as Head of Communication at Norsk Hydro's Aluminium branch in 2006. He comes to the position from 5 years as Vice and Senior Vice President of Communications at ABB AS. After studying chemical engineering at the Norwegian University of Technology he worked as Press Officer for SFOR II in Sarajevo as well as a Process Engineer and then Vice President of Communications and Public Affairs with Umoe Process Technology AS. At Norsk Hydro he reports to Cecilie Ditlev-Simonsen, Chief Communication Officer



Nele Van Malderen 

Position: Communication Director
Working Languages: Dutch, FR, EN
Nationality: Belgian
Company: Unilever Belgium
Start: Summer, 2006



Belgium: Communication Director begins at Unilever

Nele Van Malderen has replaced Thérèse Van den Abeelen as Communication Director at Unilever in Belgium. She reports directly to their Senior Vice President of Communications for Europe. A Belgian National, Van Malderen previously worked for Danone Belgium. She has joined Unilever Belgium 7 years ago as Nutrition Manager and later worked as Scientific Communication and Relations Manager.



Daniel Svoboda 

Position: Consumer Head,
Lead Press Contact
Working Languages: EN, CZ, DE
Nationality: Czech
Institution: Sony, Czech Republic
Start: January 11, 2007



Czech Republic: New addition to SONY, Czech Republic

Daniel Svoboda has become Consumer Head and primary Press Contact for Sony in the Czech Republic, where he succeeded Radomir Macek. Mr. Svoboda comes to Sony Czech from working previously at Sony United Kingdom. He has been working with Sony since 1993 after having studied Marketing and Management in Prague, Switzerland and the United States. He speaks Czech, English, German and Russian.

JOB ADVERTISEMENT

Head of Communications & Marketing, WWF Arctic Programme based in Oslo



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Tracy van der Voort 
 Position: Marketing and Communication
 Brand Manager
 Working Languages: EN,Dutch
 Nationality: British
 Institution: Fujitsu
 Start: September 30, 2006



The Netherlands: Van der Voort promoted at Fujitsu

Tracy van der Voort has replaced Marielle Van der Linden as Marketing Communication & Brand Manager at Fujitsu Components Europe B.V. She reports to Sales and Marketing Director Hans Grobben. A British National, Van der Voort has lived in the Netherlands for the past 10 years and first started working for Fujitsu 6 years ago in their Accounting and then HR departments.



Charlotte Nordén 
 Position: Internal and External
 Communications Manager
 Working Languages: Swedish, EN
 Nationality: Swedish
 Company: Adecco Sweden
 Start: January 2, 2007



Sweden: Charlotte Nordén new to Adecco Sweden

Charlotte Nordén comes to Adecco from 5 years experience working as a PR-consultant with Informedia Communications, a PR and Communications agency in Stockholm. At Adecco Sweden she has replaced Kristian Sjöholm and now reports to the Swedish Marketing Manager, Anna Kollin, and Nordic Marketing Director, Robert Jonsson.

+++ TICKER

+++ In January 2007 Eva Dolezelova stepped in to replace Barbora Bastlova as Communication Executive and CSD Assistant. She comes to AC Nielsen from 5 years as assistant Editor at the journal ENERGETIKA, and still works part time for the Czech Technical University in Prague as an assistant. Since 1998, she has also been working as an Assistant for the Institute of Thermomechanics. At AC Nielsen Eva Dolezelova reports to Jana Navrkalova, Client Service Director for Czech Republic and Slovakia +++Andersen Flemming, based in Copenhagen, is the new Managing Director for UCB NORDIC A/S as well as Head Press Contact in relation to all Scandinavian business. Flemming reports to the Vice President of UCB Europe, and replaces Jørgen Damsbo in this position. Flemming is a Danish national who comes to UCB from his former position as Regional Vice President of Orion Pharma. +++ Peter Schwartz has taken over Management Business Communications and Energy Politics at RWE Energy as of January 1. He reports directly to CEO Berthold Bonekamp. +++ William Gartland Aznar replaced Robert Duncan as Head of International Media Relations at Repsol, Spain +++ Managing and Communication Director Anco van Marle Lloyds Apotheek B.V. (in the Netherlands) has been replaced by Bergh Bargboer. +++ At Hewlett-Packard, Sweden, Gunilla Lundqvist took over as Head of Corporate Communications for Anders Garberg, who retired on December 7, 2006. +++ Charlotte Nordén comes to Adecco from 5 years experience working as a PR-consultant with Informedia Communications, a PR and Communications agency in Stockholm. At Adecco Sweden she has replaced Kristian Sjöholm and now reports to the Swedish Marketing Manager, Anna Kollin, and Nordic Marketing Director, Robert Jonsson. +++ Two new members of McDonald's UK Corporate Communications team: Media Relations Manager, Lorraine Homer, joined McDonald's Restaurants Limited UK on in mid-October 2006. She succeeded Caroline Weber in the position. Jennifer Rayner has replaced Sian Smith as Corporate Communications Officer for McDonald's UK as of September 25, 2006. Both Lorraine and Jennifer report to Amanda Pierce, Head of Media Relations and Internal Communications. +++ Aline Delhaye has replaced Antonio Perlot at the Federation of European Motorcyclists' Associations (FEMA). She reports directly to the FEMA President, General Assembly (FEMA Committee) and the Executive Board +++ February 1 Janina Knab (38) will take position of Head of Business Communications for Keiper Recaro Group. +++ As of February 1, Olaf Teichert (36) takes over as Head of Communications Phoenix Pharmaceuticals. +++ January 1, 2007 Markus Nierhaus (39) took the position of Head of Business Communications at Hotel Reservation Services (HRS). +++ As of January 1 Nina Bartholomäi (29) is responsible for Communications at Volvic Naturelle, Danone Waters. +++

COMMENTARY



Photo: Marco Urban

„Angela Merkel's emotional speech ensured Germany got-off to a notorious start in its EU presidency. Her rhetoric again demonstrates the chancellor's firm belief in a European vision and in her belief that it is inextricably linked to freedom, tolerance and diversity. Yet her beautiful words alone will not be enough to revitalise the EU Constitution. Attaining this takes a lot more than mere wording. Merkel's mission is now all about bringing an abstract vision close to Europe's people and combining current conflicting political interests surfacing as a result of 27 countries' attempts at finding the lowest common denominator. But this can not be done within six months. Not even by Europe's political darling Angela Merkel.“

-Marc-Oliver Poppen, Chief Editor, Communication Director Magazine
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