


COMMUNICATIONS DIRECTORY

Newsletter for Corporate Communications and Public Relations

Recent Appointments from the World of Communications



Sven-Eric Söder 
 Position: **Head of Communications**
 Working Languages: SE, EN
 Nationality: Swedish
 Organisation: **Pfizer AB**
 Start: February 2007



Sweden: Former State Secretary Sven-Eric Söder joins Pfizer

Former State Secretary Sven-Eric Söder is taking over as the new Head of Communications at Pfizer Sweden from February 15, 2007. He will replace Gisela Lindstrand who leaves for Securitas at the end of the month. Söder has been a State Secretary in the Swedish government since 1997. He was most recently State Secretary in the Ministry of Industry, Employment and Communications and he previously held the same position in the Ministry of Foreign Affairs.



Greg Tucker 
 Position: **Vice President for Group Corporate Communications**
 Working Languages: EN, NL
 Nationality: American
 Organisation: **AEGON N.V.**



Netherlands: AEGON with new VP Corporate Communications

Greg Tucker is the new Vice President for Group Corporate Communications at AEGON. In this newly created position, he reports directly to the board of executives. Tucker's previous 20 years in communications have included extensive experience in government as a press secretary in the U.S. Congress, with the Catholic Church in the United States, and the performing arts. Most recently Tucker has coordinated AEGON's international media relations as chief spokesperson.




Livia Dandrea-Böhm 
 Position: **Vice President Corporate Communications**
 Working Languages: DE, EN
 Nationality: Austrian
 Organisation: **Austrian Airlines Group**
 Start: March 2007



Austria: New VP Corporate Communications at Austrian Airlines

Since March 1, 2007, Livia Dandrea-Böhm has been Vice President Corporate Communications and will be responsible for Public Relations and Emergency Response Planning for the Austrian Airlines Group. Dandrea-Böhm replaces Johannes Davoras, who left the company in January 2007. She holds a degree in business administration from the Vienna University of Economics and Business Administration.



Stephan Becker-Sonnenschein 
 Position: **Vice President Corporate Communications**
 Working Languages: GER
 Nationality: German
 Organisation: **O2 Germany**
 Start: March 2007



Germany: Becker-Sonnenschein leads communications for O2

As of March, 2007 Stephan Becker-Sonnenschein leads corporate communications for O2 Germany. As corporate spokesman he reports directly to CEO, Rudolf Gröger. Most recently Becker-Sonnenschein was Director Corporate Affairs Central Europe for Kraft Foods Germany. Additionally he was President of the DPRG (German Public Relations Association) from 1997 until 2001. His position at O2 was vacant for almost one year.




Amy Sloane-Pinel 
 Position: **Communications Director for Eurosport worldwide**
 Working Languages: FR, EN
 Nationality: American
 Institution: **Eurosport**
 Start: February 2007



Netherlands: Sloane-Pinel Communications Director for Eurosport

Amy Sloane-Pinel has been appointed Communications Director for Eurosport worldwide. In this position, she is reporting to Laurent-Eric Le Lay, Chairman & CEO of Eurosport. She will lead a communications team of 40 staff members in 10 countries and join the company's steering committee. A graduate of Harvard University, Sloane-Pinel has served as a communications advisor to EMI Group plc since 2002.



Roger Baumann 
 Position: **Head of Corporate Communications**
 Working Languages: GER, EN, FR, ESP
 Nationality: Swiss
 Organisation: **DHL Express (Schweiz) AG**
 Start: March 2007



Switzerland: Baumann leads communications for DHL

Since the beginning of March 2007, Roger Baumann has been leading communications for DHL Express Switzerland. He reports to Martin Müller-Duysing, Country Manager of DHL Express Switzerland. In his position of Head of Communications, Baumann succeeds Daniel Steiner. Most recently Baumann has been spokesman for the Swiss railway, SBB.




Dominique Ronvaux 
 Position: Director of Communication
 Working Languages: IT, FR, EN
 Nationality: Belgian
 Institution: Banca Nazionale del Lavoro S.p.A., BNL
 Start: February 2007



Italy: Ronvaux takes over communications at BNL

In February 2007, Dominique Ronvaux assumed the position of Director of Communication at Banca Nazionale del Lavoro, BNL. BNL is part of BNP Paribas Group, leader in financial services. Ronvaux's entire career has been carried out in the sector of strategic marketing and communications. Among other companies, Ronvaux has been with Procter & Gamble and Chiquita in Italy. Born in Belgium, he graduated in political sciences and international press relations at the Université Libre de Bruxelles.



Claude Hugot 
 Position: Director of Communication and Press Relations for Nissan West Europe
 Working Languages: FR, EN
 Nationality: French
 Organisation: Nissan West Europe
 Start: February 2007



France: Hugot new Nissan West Europe Communication VP

Claude Hugot has been appointed as new Vice President Communications for Nissan West Europe. Previously, Mr Hugot was director of communication of Nissan France since 2001. He also was communications director Motorsport of the Group. Before that, he directed communications for Sonauto (Porsche, Mitsubishi, Yamaha, Chrysler). Hugot is a member of the management committee of Nissan France.



Sabine Henssler 
 Position: Director Communications
 Working Languages: GER, EN, FR
 Nationality: German
 Institution: CIAA
 Start: February 2007



Brussels: Henssler Communications Director at CIAA

Sabine Henssler has joined CIAA as the new Communications Director. Mrs Henssler most recently worked for Edelman Public Relations where her overall responsibilities included the strategic and financial management of client accounts, development of media campaigns as well as the development and implementation of strategic communication plans. She has a solid background in Belgian and pan-European media relations as well as in corporate and brand communications. Sabine Henssler holds a BA in Journalism.

COMMENTARY



Politicians and Corporations the world throughout are Painting the Bandwagon Green and then riding it. Blair and Merkel have recently called for a meeting to precede the June G8 Summit in Germany, Gore won an Oscar and it seems that companies across the board are tripping over themselves to come across as more eco-friendly. This is all well and good, but in the long run does it stand a chance or will it merely be yet another fad? When nations like China and the USA continue to pollute at ever-increasing rates, buying a pair of organic jeans at H&M will be nothing more than a symbolic gesture, and without a serious sea-change these gestures are perhaps entirely in vain.

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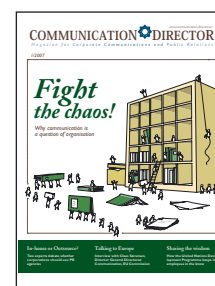
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