

Recent Appointments from the World of Communications / March 2007




Klaske de Jonge 
(Director of Corporate
Communications Europe and CIS)
Working Languages: NL, EN
Start: May 2007



Netherlands: New Director of Corp. Comms Europe at Masterfoods

KLASKE DE JONGE has been appointed as Director of Corporate Communications Europe and CIS for Masterfoods. This newly created position will oversee the internal and external communications for Mars in the region. De Jonge, who will be based in Mars/Masterfoods European headquarters in Brussels, joins the company from the Dutch Consumer Association (Consumentenbond), where she was Executive Director and a member of the board from 1999 to 2007. As part of this position she was also an executive member of BEUC, the European federation of Consumer organisations.



Stephen Lane 
(Head of Communications
Corporate Communications)
Working Languages: EN
Start: 2007



UK: TUI Thomson appoints Lane as new Head of Communications

STEPHAN LANE has been promoted to the position of head of communications at Thomson. Lane previously has been head of product innovation for Thomson and originally joined the marketing department of the company in 1995. In his new position Lane is responsible for leading, developing and managing the public relations and internal communications strategy for Thomson. He reports to Thomson's sales director, DEREK JONES.



Toni Melfi 
(Head of Communications
Communications)
Working Languages: DE, EN
Start: 2007



Germany: Melfi takes over communications at Audi

TONI MELFI will take over communications for Audi in the next months; he replaces STEPHAN GRÜHSEM, who is currently working as Head of Communications for Audi Germany. At the moment, Toni Melfi is Head of Corporate Communications at the corporate association Tognum; prior to that he was Director of Corporate Communications at DaimlerChrysler. As Head of Communications for Audi he will report to Chief Executive Officer RUPERT STADLER.



Eric Rougeron 
(Director of
Communications Communications)
Working Languages: EN
Start: February 2007



France: Rougeron new Head of Communications at TFI

ERIC ROUGERON has joined TFI as Director of Communications on February 12, 2007. In 2002 he joined Apple and was promoted Director of Marketing and Communication at Apple France in 2005. At TFI, Rougeron replaces EDOUARD BOCCON-GIBOD, from now on the delegated president of information of the group TFI. He holds a Master in economic sciences of the university in Sherbrooke, Canada.

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Nick Hindle 
(Vice President of Communications)
Working Languages: EN
Start: January 2007



UK: Hindle new VP of Communications for McDonald's

NICK HINDLE has been appointed as Vice President of Communications for McDonald's UK, effective from January 2007. Hindle joined Mc Donald's in August 2002 as Head of Communications. In his new position he reports to STEVE EASTERBROOK, UK President and Chief Executive Officer. His remit covers Press Office, Internal Communications and Public Affairs. Prior to joining McDonald's, Hindle spent 15 years in PR consultancy, including 5 years at Porter Novelli.




Dr. Jur. Christian Lawrence 
(Company Spokesman)
Working Languages: GER, EN
Start: March 2007



Germany: Lawrence speaks for Münchener Rück

CHRISTIAN LAWRENCE replaces RAINER KÜPPERS at the Munich Re in March. Küppers was responsible for various aspects of public relations work for over 30 years, especially for the Munich Re Group's media activities. Until the end of the active period of his semi-retirement, he will act as consultant to the company. His successor Dr. Christian Lawrence was Head of global communications at Allianz Global Investors in Munich for 3 years. He will report directly to the Chairman of the Board of Management.




Delphine Monsalier 
(Director of Marketing and Communication)
Working Languages: FR, EN
Start: March 2007



France: Monsalier joins Acxiom as Communications Director

DELPHINE MONSALIER has recently been named new Director Marketing and Communication at Acxiom France. In this position Monsalier leads the global communication of Acxiom and is also responsible for developing the image of the brand in France and accompanying the development of its new sectoral strategy. Delphine Monsalier holds a graduate from ISERP (Insitute for Social and Economic Research and Policy); prior to her appointment at Acxiom she was responsible for Communications at SME.



Fredi Lüthin 
(Head of Media)
Working Languages: GER, EN
Start: June 2007



Switzerland: WWF appoints Lüthin as new Head of Media

FREDI LÜTHIN will be new Head of Media at WWF Switzerland, starting in June. Currently Lüthin is working as Head of Communications at the department for building, transport and environment in the canton Aargau. Prior he has been deputy Chief Editor of the magazine "Beobachter" and Head of Media and Information at the federal research institute for forest, snow and landscape WSL.



Vincent Vanwijnsberghe 
(Spokesperson, Press Manager)
Working Languages: EN, FR, NL
Start: January 2007



Belgium: Vanwijnsberghe joins Fortis as spokesperson

VINCENT VANWIJNSBERGHE joins Fortis - the european bank and insurer - in January 2007 as Press Manager and French-speaking spokesperson. He previously worked as an account director at several public relations and public affairs agencies, and in the same capacity at leading medical and IT companies. Moreover, he spearheaded awareness campaigns for Belgian government organisations and for the European Union.

+++ TICKER

+++ **JUAN JOSÉ PEDRAYES** has assumed the position of Director of Communication for [Michelin Spain](#) and Portugal. Pedrayes has been with Michelin for 26 years and has held numerous senior posts in Europe as well as in Latin America. He holds a "master CESA of Communication" from the Ecole Supérieure de Commerce de Paris. +++ Leaving Telecinco News, **JUAN ANTONIO VILLANUEVA** will be responsible for communications of [Madrid's 2016 Olympics](#) candidacy. Most recently he was presenter of sports news at Telecinco. Villanueva graduated in information science at the University of Navarre. +++ **FRANCOISE PARGUEL** joins [Accor](#) as Communications Director, Hotels Division Southern Europe, Middle East and Africa. Since 2005, Parguel has been Corporate Communications Director of Louvre Hotels. She previously held different positions in marketing and communications at British Allied Domecq. +++ [ProStrakan Group plc](#) has announced the appointment of **CALLUM SPRENG** as Corporate Communications Director. As of April, 2007, he will be responsible for strategic communications with the group's investors, City analysts, business press, specialist press and staff. Spreng will report to Adrian Gardner, Finance Director at ProStrakan. +++ **CHARLOTTE ZÜGER** is new Head of Communications in Mobility Services Sweden at [TeliaSonera](#) since January 2007. Prior to her appointment, she was Press Manager at TeliaSonera. Züger studied Social Sciences and Business Administration at Linköping and Stockholm University. +++ **JOPPE HENDRIKS** has been appointed as new Public Relations Manager at [Boehringer Ingelheim](#). Starting March 1, 2007, he replaced Tony van der Vegte, who left [Boehringer Ingelheim](#). Since July 2003 Hendriks was employed with Yakult Europe as a Regulatory & Public Affairs Officer. +++ [Tapsa Group](#) has appointed journalist **FERNANDO MARTIN** as new director of communication. In this position, he will assume relations with relevant media contacts. Prior to his position at Tapsa, Martin worked for Telecinco, where he held the position of an assistant director of communication and external relations. Martin has worked in written press and radio. +++ **MARIA MCCULLOUGH** has been promoted to the position of Marketing Director at [Mazda Motors Ireland](#) in January 2007. In this restructured position she is responsible for marketing, PR, event management and brand management reports to David McGonigle, Managing Director of Mazda. McCullough has been employed with Mazda for five years and previously held various positions in the company. +++ Since January 2007, **WERONICA NILSSON** has been responsible for media relations at [Microsoft Sweden](#). In her position as Press Officer she reports to Christofer Björkvall, leader of PR. Nilsson is also responsible for specific communication projects and succeeds Johan Furestad. She holds a Master's degree in public relations and has been Communication Officer at SAS and the Swedish Public Relations Association. +++



At age 50 the EU is a far cry from its original 6-nation formation as the EEC, and along the way it has sometimes seemed more like a social experiment than an actual cohesive body of like-minded individuals with common goals. After all, the EU is virtually still in its youth, and has emerged strengthened from its own troubled past, but must now unite in a common vision to compete with the world economic changes and remain dynamic in the 21st century. Uncertainties are surely weighing on the collective European mind, but its people have the resources and know-how to further realise the vision of this already-prosperous continent, and so long as progress and determination persist, the outlook is not bleak.

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