




Julia Simpson 
(Head of Corporate Communications)
Working Languages: EN
Start: August 2007



UK: Simpson appointed Head of Corporate Communications

JULIA SIMPSON has been appointed as Head of Corporate Communications for British Airways with effect from August 2007. She will report to Chief Executive, Willie Walsh. She will be responsible for corporate media relations, the newsdesk and internal communications. Since September 2006, Simpson has worked as an adviser on strategic communications to Tony Blair and has been responsible for communications advice on counter-terrorism, home affairs, education and local government. Simpson takes over from Iain Burns, who resigned in October.




Philippe Lasne 
(Director of Communication)
Working Languages: FR, EN
Start: April 2007



France: Lasne new Director of Communication at LG Electronics

PHILIPPE LASNE (33) has been named new Director of Communication for LG Electronics France. He will report to Frédéric Lecoq, Director Marketing of LG France. Lasne started at LG in April 2007. As a Graduate of the EDC Paris, he took his first steps in communications in 1997 as a communication assistant at Electrolux and at MPG Partenariat. At LG Electronics, Philippe Lasne supervises many fields of the communication sector: Media, Partnerships, Advertising and Public Relations.




Helena Stalnert 
(Director of Information)
Working Languages: SE, EN
Start: September 2007



Sweden: Stalnert moves from Saab to SSAB

HELENA STALNERT, former Group Senior Vice President for Communications at Saab, will join SSAB, Swedish Steel, in an equivalent position. At Saab, Ms Stalnert has been employed since June 2005. SSAB serves the global market with products, services and solutions ranging from military defence to civil security. SSAB has operations and employees on all continents and constantly develops, adopts and improves new technology to meet customers' changing needs.



Dragan Barbutovski 
(Spokesperson)
Working Languages: SI, EN, DE, FR
Start: April 12, 2007



Brussels: New Spokesperson for Permanent Representation of Slovenia

DRAGAN BARBUTOVSKI has been appointed new Spokesperson for COREPER I at the Permanent Representation of Slovenia to the EU, after two and a half years of holding the position of a spokesperson with the Stability Pact for South Eastern Europe. Previously, Dragan Barbutovski worked as Press and Information Officer with the European Commission Delegation in Slovenia. Barbutovski holds a BA in International Relations from the University of Ljubljana and an MA in European Union Politics from the University of Liverpool.

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Mike Love 
 (Communications Director)
 Working Languages: EN
 Start: April 2007



UK: Love takes on new BT comms role

MIKE LOVE, former senior director EMEA Communications for Microsoft, has taken on the newly created role of communications director for BT Global Services, based in London. He will report to the Managing Director of BT Health, Patrick O'Connell. Love has 25 years of communications experience under his belt. Before his time at Microsoft, he was Vice President of European Corporate Affairs for fast-food-retailer, McDonald's and Political Agent to former UK Prime Minister, Margaret Thatcher.



Mario Bonelli 
 (Marketing and Communication
 Director Worldwide)
 Working Languages: IT, EN, FR
 Start: January 2007



Italy: Bonelli Marketing and Communication Director at Think3

MARIO BONELLI (39) has been appointed as new Marketing and Communication Director for Think 3. He started in his position on January 15, 2007 and reports to Filippo Zuccarello, Chief Executive Officer of Think 3. Mario Bonelli was born in Milan in 1968. In 1998 he began to work with communications at Alcatel Italy and later as an Account Director at M&CM agency. The entry in think3 is another step of a long career working as expert of computer science and communication.



Pawel Wrobel 
 (Head of Public Relations)
 Working Languages: PL, EN
 Start: April 2007



Poland: Generali with new Head of PR

PAWEŁ WROBEL, former Spokesperson at BRE Bank, has been appointed new Head of Public Relations at Generali starting in April 2007. Wrobel studied Journalism and political science at Warsaw University and also at the University for Communication and Social Media. From 2000 to 2007, Pawel Wrobel worked for the BRE Bank; since January 2007 as the company's Spokesperson. At Generali, Pawel Wrobel will be responsible for media and communications.



Holger Lapp 
 (Head of PR Communications)
 Working Languages: DE, EN
 Start: April 2007



Germany: Lapp leads PR Communications for BMW

HOLGER LAPP has been appointed as Head of PR Communications at BMW, Munich. He will report to Maximilian Schöberl, Head of Corporate Communications. Therewith Lapp enters the corporate sector of communications and politics after leading BMW's Group Mobile Tradition for six years. Lapp succeeds Michael Kirsch, who is now responsible for communication strategies within corporate communications.



Charles Benoit 
 (Director of Communications)
 Working Languages: FR, EN
 Start: May 2007



France: Benoit joins NRJ Group as Director of Communications

CHARLES BENOIT takes over Communications at NRJ Group, replacing Emmanuel Jayr, who leaves NRJ. Benoit will be responsible for working out and developing communication strategies of the NRJ Group brand. Most recently Benoit was creative director at DeBonneville-Orlandini with responsibility for the budget of NRJ Group. He reports to Marc Pallain, president of NRJ SA.

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Philip Dewhurst 
(Head of Public Relations)
Working Languages: EN
Start: March 2007



UK: *Gazprom appoints Dewhurst as UK PR Leader*

PHILIP DEWHURST has been appointed as Head of Public Relations for Gazprom UK, its UK-based Marketing and Trading business. The former CEO of public relations company, Shandwick International, who had been Corporate Affairs Director at British Nuclear Fuels Limited (BN-FL) since 2001, says the role means taking on the biggest in-house PR challenge in the global energy sector. He will head communication across the group as it continues to expand, and is the main point of contact for the media.

ALMA | MEDIA

Rauno Heinonen 
(Vice President Corporate
Communications and Investor
Relations)
Working Languages: FI, EN
Start: April 2007



Finland: *Heinonen appointed at Alma Media*

RAUNO HEINONEN (43) has been appointed as Vice President Corporate Communications and Investor Relations for Alma Media, starting April 17, 2007. He will also act as secretary to the Group Executive Team. Heinonen's earlier posts include Account Director at Milton Oyj, Communications Director at Satama Interactive Oyj and Senior Vice President of Corporate Communications at M-real Oyj.



Tobias Wagner 
(Head of Group Communica-
tions)
Working Languages: SE, EN
Start: April 2007



Sweden: *New Head of Communications at Swedbank*

TOBIAS WAGNER has been appointed as new Acting Head of Communications at Swedbank. He succeeds Henrik Kolga, who is stepping down after four years of Communications to start a consulting business. Henrik Kolga has been responsible for internal and external communications and branding. Tobias Wagner, previously Swedbank's Head of Communication for Sweden, will assume the responsibility as acting Head of Group Communications. Henrik Kolga assists the bank on communications strategy until end of April.

TICKER

+++ International energy firm, Shell, has made **KATHERINA AUER** its new head of global internal and management communications. Auer, who was formerly the head of global internal communications for AstraZeneca, will now work to revitalize and strengthen Shell's internal communications. +++ **SABINE BAYER (35)** took over Responsibility for all Press relations and Offline-Marketing-Activities at E-Bay-subsidiary Kijiji on March 15, 2007. In her new position as Senior Manager for Public Relations and Marketing she reports to Heiner Kroke, Managing Director for Kijiji. +++ **PETER SCHMIDLI (39)** will join Hotelplan Switzerland in July 2007 as new Head of Corporate Communication and Media. In this position, he will succeed Hans-Peter Nehmer and report to Peter Spring, Chief Executive Officer for Hotelplan Switzerland. +++ As of now, **HELMUT LÖLHÖFFEL** takes over corporate communications for Veolia Water's PR. Lölhöffel, who used to be spokesman and head of public affairs for Veolia, succeeds **FRANK ENGELKE**. He reports directly to the management board. +++ **TOBIAS BÜLOW** has been appointed as Director of Information at Gunnebo Industrier. He will take up his new position from 15th May and will join the company coming from LBI International AB, where he is Group Communications Manager. Bülow will also become a member of Gunnebo Industrier AB's Group management. +++ Top management consultant, A.T. Kearney, creates new communications team for Central Europe, headed by **JULIA KORMANN (40)**. Kormann rejoins A.T. Kearney after heading communications for consultant, Management Engineers, one of Germany's leading management consultant firms. +++

COMMENTARY



A gauche, ou à droite? The push-pull effect at the French Presidentials

Amidst eurosclerosis and political apathy, French citizens, prior to the presidential campaign, were caught dozing off into the unknown. Yet over the last eight months, a colourful mesh of webospheric lobbying, conventional PR and hardliner party mouthpieces has overly dominated screens and schools - jolting the population back into upright position. With pressing, substantial issues such as jobs, unemployment or immigration having occupied the agenda - last Sunday 22 April endorsed the nation's principle candidates; Ségolène Royal and Nicolas Sarkozy, as the two core rivals set to meet in the last round of the French ballot. With Sarkozy's 4.2% lead ahead of Royal - it remains to be seen how both manage to hearten voters to their take on the future of their country. Until May 6, when all is said and done and France's new President emerges - emitters and receptors around the world will undeniably be working off the clock!

by George Kyriacou

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