


Recent Appointments from the World of Communications / August 2007




Piotr Samson 
(Director of External Communications)
Working Languages: PL, EN
Nationality: Polish
Institution: LOT
Start: August 1



Poland: LOT with new Director of External Communications

Polish Airline LOT has a new Director of External Communications: PIOTR SAMSON has taken over this position on August 1st. He will be responsible for promoting the interests and the image of LOT to the public and the press. Mr. Samson had started working for LOT in 1993, after some years at (amongst others) Unilever and Shell he came back to the company in 2000 and was for example representative of LOT in United Kingdom.



Arne Hjeltnes 
(Communication Director)
Working Languages: NO, EN
Nationality: Norwegian
Institution: Marine Harvest ASA
Start: April



Norway: Marine Harvest with new Communication Director

ARNE HJELTNES (43) has been named Communication Director at MARINE HARVEST ASA already in April. He was Director of Tourism for Innovation Norway in New York before he joined Marine Harvest as a board member and consultant in July 2006. As Communication Director, Mr. Hjeltnes is also a member of the corporate management. He reports directly to Atle Eide, CEO of Marine Harvest.



Anne-Sophie Duchêne 
(Communications Manager)
Working Languages: EN, FR
Nationality: French
Institution: PostEurop
Start: August 16



Brussels: New Communications Manager at PostEurop

ANNE SOPHIE DUCHÊNE, 35, will become new Communications Manager at POSTEUROP, the trade association representing the interests of European postal operators. Her official start date will be August 16th. She will be reporting to the new Secretary General, Ingemar Persson. Ms. Duchêne succeeds Aurélie Valtat, who left in June to go work for Eurocontrol. Prior to working for PostEurop, Ms. Duchêne had been Communications Manager at the European Federation of Corrugated Board Manufacturers (FEFCO).



Cristina Bacher 
(Head of Communication)
Working Languages: DE, EN
Nationality: Austrian
Institution: Premiere
Start: August 1



Germany: Premiere with New Head of Communication

German pay-TV channel PREMIERE has a new Head of Communication. Dr CRISTINA BACHER (40) has taken over this position on August 1st. She will also be Premiere's spokesperson, reporting directly to CEO Georg Kofler. Dr. Bacher, born in Austria, succeeds Dirk Heerdegen, who left the company. Prior to working for Premiere, Ms. Bacher had been Head of Public Relations at L'Oreal Austria.

ADVERTISEMENT

SEPTEMBER 27 – 28, 2007

"INTERNATIONAL PR – GETTING YOUR MESSAGE ACROSS ABROAD"

SILKEN BERLAYMONT HOTEL, BRUSSELS

AMONG THE SPEAKERS:

SIMON ALTERMAN, SENIOR VICE PRESIDENT, STRATEGY & BUSINESS DEVELOPMENT, DOW JONES & COMPANY

LOUISE MARCOTTE, HEAD OF EUROPEAN COMMUNICATION, MCDONALD'S

TORSTEN OLTMANN'S, GLOBAL MARKETING DIRECTOR, ROLAND BERGER STRATEGY CONSULTANTS

++ TOP-LEVEL SPEAKERS ++ CUTTING-EDGE TOPICS ++ NETWORKING PEOPLE ++

REGISTER
NOW!



Oksana Belaychok 
 (Head of Communications and PR)
 Working Languages: RU, EN, SE
 Nationality: Russian
 Institution: Ikea Russia/Ukraine
 Start: July 1



Russia: New Head of Communications at IKEA Russia/Ukraine

IKEA Russia/Ukraine has a new Head of Communications and Public Relations. Oksana Belaychok, 28, has taken over this position from Natalia Altynova. Having started in this position on July 1st, Ms. Belaychok will report to the Managing Director of IKEA Russia/Ukraine. Previously, she has worked as assistant to the Managing Director.




Matthias Graf 
 (Senior Manager Corporate
 Communications and Public Affairs)
 Working Languages: DE, EN, FR
 Nationality: Swiss
 Institution: Google EMEA
 Start: July



Switzerland: Graf new Senior Communications Manager for google

MATTHIAS GRAF (38) is new Senior Communications Manager at GOOGLE in Switzerland. In his position, he is responsible for all communication of google in Switzerland, and also for the technology communication in Europe, the Middle East and Africa. Before being at google, Mr. Graf had been working as Head of PR and advertising at Dow Europe in Switzerland.



Sabine Arras 
 (Head of Communications)
 Working Languages: DE, EN
 Nationality: German
 Institution: European Bioplastics
 Start: July 20



Germany: New Head of Communications at European Bioplastics

SABINE ARRAS (32) is the new Head of Communications at EUROPEAN BIOPLASTICS in Berlin. In this newly created position, she is responsible for developing the association's strategic communications. Ms. Arras will be acting as spokesperson, and she will be advising European Bioplastics' board in communications issues. Additionally, she will be responsible for media relations, issues management, events, publications, and campaigns. Prior to working at European Bioplastics, Ms. Arras had been Associate Director at Hill & Knowlton.



Guy Middleton 
 (Head of Corporate
 Communications)
 Working Languages: EN
 Nationality: British
 Institution: Hutchison 3
 Start: August 1



UK: Hutchison "3" with new Head of Corporate Communications

Mobile media company "3", a subsidiary of HUTCHISON, appointed GUY MIDDLETON as Head of Corporate Communications. He has started on August 1st and reports to Hugh Davies, 3's Director of Corporate Affairs. As Head of Corporate Communications, Mr. Middleton will be responsible for managing the press office and developing an ongoing proactive communications programme. Prior to working for 3, Mr. Middleton was the managing editor of Mobile magazine.



Martina Wolfová 
 (Director of Corporate
 Communications)
 Working Languages: CZ, EN
 Nationality: Czech
 Institution: Vodafone Czech Republic
 Start: June 8



Czech Republic: New Director CorpComm at Vodafone

MARTINA WOLFOVÁ (39) has assumed the position of Director of Corporate Communications at VODAFONE Czech Republic in June. She is responsible for the efficient operation of the Personnel Department and its interactions with the Internal and External Communications and Events & Promotions Departments. Prior to joining Vodafone, Ms. Wolfová headed the Consulting Division of Human Resources for PricewaterhouseCoopers. She succeeds Vladan Crha who decided to leave the company.

COMMENTARY



New costs at "Low cost" airlines

Two big European low cost carriers, easyJet and Wizz Air, recently announced that they are going to introduce charges for checked baggage, like already practiced by other no-frills airlines. From October onwards, easyJet is set to charge passengers 7.50 Euros per item (3 Euros when the luggage is checked-in online). At Wizz Air, fees will be 9 and 4,50 Euros. Previously, customers of both airlines

were allowed one piece of luggage without being charged. So, the seemingly cheap online-booking of a low cost-flight gets even more expensive – just think of the credit card fee (in general only added at the last step when you have already booked your flight). The "idea" of both airlines is to encourage passengers to travel light. Statements say that fewer checked-in bags can help improve the operational performance of airports and will also play a part in reducing the environmental impact of aviation. But shouldn't communication always be open and honest? Both easyJet and Wizz Air know that rival Ryanair (who introduced fees of 15 and 7.50 Euros in 2006) will make at least 140 million Euros profit from the baggage charges this year. Even if the aim for higher profits might be understandable, pretending to introduce fees to improve airport performance and to protect the environment seems not open and honest at all.

by Clemens zur Hausen

Send your

Personnel News updates to

personnel@communication-director.eu

Chief Editor
 Marc-Oliver Poppen

Layout
 Franziska Söhner

Editors Newsletter
 Grit Fiedler
 Clemens zur Hausen
 Paul J. Thomas
 George Kyriacou

Publishers
 Rudolf Hetzel
 Torben Werner

Advertising
 Sandra Helmerding
sandra.helmerding@helios-media.com

REGISTRATION
FAX: +32 (0)2 / 2 19 22 92

SEPTEMBER 27 – 28, 2007

“INTERNATIONAL PR – GETTING YOUR MESSAGE ACROSS ABROAD”

SILKEN BERLAYMONT HOTEL, BRUSSELS

Yes, I would like to confirm my attendance.

- Regular fee: 1,040 Euro**
- Early Bird fee until August 20th: reduced fee: 870 Euro**

I will not be able to attend the conference.

- I would like to receive further information about upcoming events.
- I don't wish to receive any further information at this point.

PERSONAL DATA

surname, first name* _____
date of birth _____
employer* _____
position _____

OFFICE ADDRESS

street* _____ postcode, city* _____
country* _____
office telephone _____ office telefax _____
mobile _____
office e-mail* _____

HOME ADDRESS

street _____ postcode, city _____
country _____

BILLING ADDRESS

office home
VAT number (required if invoice to corporation/association) _____
date, signature _____

* required

** Prices excluding VAT. Included in the participants fee is access to all parts of the conference programme as well as to the dinner on Thursday, 27th September.