

## Recent Appointments from the World of Communications / August 2007

**vivendi**

Simon Gillham   
(Communication Director)  
Working Languages: EN, FR  
Institution: Vivendi  
Start: September 15



### France: New Communication Director at Vivendi

SIMON GILLHAM (51) has been appointed new Communication Director at Vivendi. He will start in this position on September 15th, replacing Michel Bourgeois. In this position, Mr. Gillham will be responsible for corporate communications, internal communications, media, public relations and public affairs. Prior to this, he has been Director of Communications for other companies like Thomson Consumer Electronics and Valeo.

**SAS**


Claus Sonberg   
(Executive Vice President Corporate Communications & IR)  
Working Languages: EN, SW, NO  
Institution: SAS  
Start: Autumn 2007



### Sweden: Claus Sonberg takes over communications for SAS

CLAUS SONBERG has been appointed the new Executive Vice President, Corporate Communications & Investor Relations of the SAS Group. He is currently the Nordic Regional CEO at Burson-Marsteller. Mr Sonberg is to replace Hans Ollongren, who has held the position since 2002. Mr. Sonberg will assume his new position at SAS in the autumn of 2007.

**BOMBARDIER**

Jürgen Kornmann   
(Director of PR & Communications)  
Working Languages: DE, EN  
Institution: Bombardier  
Start: August



### Germany: Bombardier with new Director of PR & Communications

JÜRGEN KORNMANN has been appointed new Director of Public Relations and Communications for Germany, Austria and Switzerland at Bombardier Transportation, in August. He directly reports to Sharon Christians, Vice President Communications and Public Affairs. For the past nine years, Mr. Kornmann has executed several PR positions within the Volkswagen Group, lastly as Spokesperson Sales, Marketing, IT and Electronic Media.

**Microsoft**

Laurent Hamel   
(Director Marketing & Communication)  
Working Languages: FR, EN  
Institution: Microsoft France  
Start: mid-July



### France: Hamel new Director Marketing & Communication at Microsoft

LAURENT HAMEL (43) has been appointed new Director Marketing & Communication at Microsoft France. Former Director Marketing & Communication Enterprise Systems at HP France and, since December 2006, Director Marketing Enterprise at Microsoft France, has worked in various marketing and communication roles in the IT sector since 1990. Mr Hamel succeeds Christophe Lachnitt.

## ADVERTISEMENT

# HEAD OF COMMUNICATIONS & PUBLIC RELATIONS

CEA is hiring a Head of Communications & Public Relations who will lead CEA's internal and external communications strategy. The successful candidate will be a communications professional with relevant experience in an international environment.

For more information and the complete job profile: <http://www.cea.assur.org/cea/v1.1/actu/pdf/uk/annexe339.pdf> 

CEA is the European insurance and reinsurance federation. Through its 33 member bodies comprising of national insurance associations, Brussels-based CEA represents all types of insurance and reinsurance undertakings, be they pan-European companies, monoliners, mutuals or SMEs.

Application Deadline: 19 September 2007






**Olaf Swantee**   
 (Executive Vice President)  
 Working Languages: NL, FR, EN  
 Institution: France Télécom  
 Start: May 2007



## France: New EVP Personal Communication at France Télécom

OLAF SWANTEE (41) has joined France Télécom as Executive Vice President in charge of Personal Communication Services, UK and Europe/Middle East operations in May. He also joined the Group Management Committee. Prior to working for France Telecom, Olaf Swantee had been Senior Vice President at Hewlett-Packard, being responsible for enterprise sales and software in EMEA.

**METRO Group**


**Jürgen Homeyer**   
 (Head of Press Office)  
 Working Languages: DE, EN  
 Institution: Metro Group Int.  
 Start: August 15



## Germany: Homeyer is new Head of Press Office of Metro Group

JÜRGEN HOMEYER (46) has taken over as Head of Press Office at Metro Group. In this newly created position he will supervise all press activities of the company. Mr Homeyer reports to Petra Rob, the Head of Corporate Communications at Metro Group. Prior to his nomination Mr Homeyer had already been the Group's Spokesman for more than 4 years.

**Handelsbanken**

**Lena Thörnell**   
 (Head of Corp Comm)  
 Working Languages: SW, EN  
 Institution: Handelsbanken  
 Start: August 2007



## Sweden: New head of Corporate Communications at Handelsbanken

Svenska Handelsbanken, one of northern Europe's biggest banks, has appointed LENA THÖRNELL as new Head of Corporate Communications. Ms. Thörnell started her new job in August, most recently she held the post as head of corporate communications at Ica Ab. Prior to that, she had worked in similar positions at SJ (Swedish Railways) and SAS Scandinavian Airlines.

**TELE2**

**Jörg Wollmann**   
 (Director Corporate Communications)  
 Working Languages: DE, EN  
 Institution: Tele2  
 Start: September 01



## Austria: New Director Corporate Communications of Austrian Tele2

Tele2 Austria has appointed JÖRG WOLLMANN as Director Corporate Communications & Public Affairs with effect from September 1. He succeeds Martin Halama, who leaves for Ba-Ca to serve as Head of Communications Austria. Mr. Wollmann had previously been a spokesman of Austrian Öbb.



**Lajos Szelestey**   
 (Spokesman)  
 Working Languages:  
 HU, EN, DE, RU  
 Institution: Ministry of Foreign Affairs  
 Start: September 01



## Hungary: New Spokesman for Ministry of Foreign Affairs

Hungarian Foreign Minister KINGA GÖNCZ appointed LAJOS SZELESTEY to be the spokesman of the Hungarian Mfa as of September 1st, 2007. The former acting head of the Spokesman's Office, Mr. GYÖRGY ODZE, will be responsible for formulating the Ministry's general communication strategy. Finishing in August 2007, Mr. Szelestey served four years at the Hungarian Embassy in London as the senior diplomat in charge of press and communication affairs.

## ADVERTISEMENT

You think you did excellent  
 communications work  
 this year?





**Luc Scheer**   
 (General Manager Employee Relations and Communications)  
 Working Languages: FR, EN, DE, IT  
 Institution: ArcelorMittal  
 Start: July 1



## Luxembourg: ArcelorMittal with new GM Communications

LUC SCHEER (42) has been appointed General Manager Employee Relations, Benchmarking and Communications for ArcelorMittal Long Carbon Europe. In this position, he is reporting to Evie Roos, Vice President Human Resources. Since the creation of ArcelorMittal, Scheer had been General Manager Corporate Communications, heading the global media relations and issues communications effort at group level.



**Greet Sysmans**   
 (Marketing & Communications Manager)  
 Working Languages: NL, FR, EN  
 Institution: EDS Belgium  
 Start: August 1



## Belgium: New Marketing & Communications Manager at EDS Belgium

GREET SYSMANS is the new Marketing & Communications Manager for EDS Belgium. She replaces Karin Geerts, with whom she had been working since January. Ms. Sysmans (38) has held various positions at Eds since she joined the Group in 1998. Since 2005 she was also part of a team that encouraged the Flemish Government to focus more on technological Innovation (InDigO).

## COMMENTARY



### Fires in Greece – a hot-potato issue for the government

The forest fires in Greece have taken a devastating toll on the country killing 64 people and destroying dozens of villages. Ancient Olympia was saved from destruction by firefighters at the very last minute. The cost of the losses is estimated at more than a billion Euros. Many European countries helped Greece fight the fires with planes, helicopters and specialist firefighters. A spokesperson of the European Commission said the firefighting effort in this "European disaster" has revealed "a tremendous solidarity" amongst EU member states. The common effort of European countries is indeed impressive. Less impressive, though, is the way the government has handled this crisis. Officials

made inadequate efforts to confront and communicate the disaster, people are angry about the recent reactions of the government. The administration "has been woefully unable to deal with the major issue of the fires", main opposition leader, Papandreou, said. These accusations certainly form part and parcel of the rhetoric aimed at the general elections on September 16th and therefore look to leave a bad taste. Nevertheless, the way the government (re-)acted in this crisis has surely not strengthened voter credibility.

by Clemens zur Hausen

## Send your

## Personnel News updates to

[personnel@communication-director.eu](mailto:personnel@communication-director.eu)

**Chief Editor**  
 Marc-Oliver Voigt

**Publishers**  
 Rudolf Hetzel  
 Torben Werner

**Layout**  
 Franziska Söhner

**Advertising**  
 Sandra Helmerding  
[sandra.helmerding@helios-media.com](mailto:sandra.helmerding@helios-media.com)

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

## ADVERTISEMENT

# Let's see what this jury thinks.

**Nicolas Babin**  
 Director Corporate Communications, Sony Europe

**Marc Beckers**  
 Head of Corporate Identity & Communications, Unicredit Group

**Markus Beeko**  
 Head of Campaigns and Communications, Amnesty International

**Gunnar Bender**  
 Vice President of Corporate Communications and Branding, AOL Europe

**Salvador da Cunha**  
 President, Lift – Managing Reputation Bairro

**Kristina Ebenius**  
 President, Schwartz Communications Stockholm

**Jeremy Calbraith**  
 Chief Executive Officer Europe, Chairman Public Affairs Europe, Burson-

**Miguel Angel Garzón**, International Media Relations Manager, Telefónica

**Eric Giully**  
 CEO, Publicis Consultants Worldwide

**Herbert Heitmann**  
 President of the European Association of Communication Directors

**Milan Hejl**  
 President, AMI Communications

**Jon Higgins**  
 Senior Partner/CEO EMEA, Ketchum

**Mil Jung**  
 Government Spokesperson, Government of Luxemburg

**Constance Kann**  
 Senior Vice President Global Communications, Unilever

**Martin Liptrot**  
 Regional CEO, EMEA, Ogilvy PR

**Michael Murphy**  
 CEO, President, and Founder, Trimedia

**Rolf Olsen**  
 Chief Executive Officer, Continental Europe, Weber Shandwick

**Andy Pharoah**  
 Head of Corporate Practice, EMEA, Hill and Knowlton Ltd.

**Francesca Polini**  
 International Communication Director, Greenpeace International

**Prof. B. van Ruler**  
 Amsterdam School of Communications Research, University of Amsterdam

**Lars Seynaeve**  
 Head of Communications, Citigroup

**Timo Sieg**  
 CEO Europe, PLEON

**Camelia Spataru**  
 Government Spokesperson, Government of Romania

**Heiner Springer**  
 Head of Communications, Bayer AG

**Catalina Stan**  
 President, BDR Associates Romania

**Henry Sténson**  
 Director of Global Communication, Ericsson

**Daniel Verpeaux**  
 COO Europe, Euro RSCG

**Andrew Viekerman**  
 Head of Communication & External Relations, Rio Tinto

**Nuria Vilanova**  
 President, Grupo Inforpress

**Sigrid de Vries**  
 Head of Communications, European Automobile Manufacturers Association

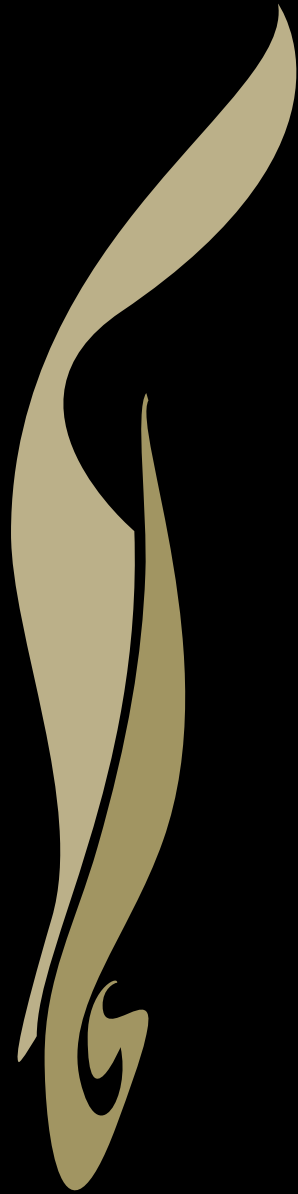


**Marc-Oliver Voigt**  
 Editor-in-Chief, Communication Director

**Florence Ranson**  
 Senior Adviser PR & Communications, European Banking

hosted by:

COMMUNICATION  DIRECTOR  
Magazine for Corporate Communications and Public Relations



EUROPEAN  
EXCELLENCE  
AWARDS  
2007

THURSDAY, 13TH DECEMBER AT THE RITZ CARLTON, BERLIN

NOMINATION CONDITIONS AND MORE INFORMATION ON

[WWW.EXCELLENCE-AWARDS.EU](http://WWW.EXCELLENCE-AWARDS.EU)

## JOB ADVERTISEMENT

### About Océ

Océ NV is a leading international document management company, operating in over 100 countries, servicing numerous prominent companies with printing systems, software and document services, among others. The company employs 24,000 people and generated 2006 revenues of over Euro 3 billion. Océ is the only European player in this business, competing with American and Japanese players. Océ's International Marketing Communications Department, based in Venlo, is the centre of initiating and executing commercial communications, to support sales growth in the operating companies.

## International Marketing Communications Manager

**Job description** As an International Marketing Communications Manager you develop, oversee and deploy international communication strategies and programmes for your accounts. Your customers are the worldwide Océ Operating Companies and Marketing departments of the strategic business units at Océ international headquarters. Together you initiate and create integrated communication mixes that effectively promote the organisation and its propositions - document systems, software, services and supplies - aimed towards Océ's target groups.

You are an enterprising team player capable of managing the respective project teams of internal and/or external creative advisers. You are the key contact person regarding all accounts under your responsibility. You have profound communications knowledge from matching studies or practical experience. You actively familiarise yourself to the latest trends in communication and marketing to make your daily business benefit.

### Job requirements

- Academic working level in marketing/communication;
- Operational ad agency, sales or marketing experience preferred;
- Driven personality, result-oriented and with strong interpersonal communication skills;
- Excellent skills of English and preferably one other modern language;
- Analytical, problem solving competencies, text and design sensitive;
- Organising talent, project management skills, internationally oriented.

**Interested?** For more information please contact Mr. Jan Hol, Senior Vice President Communications, T (+31) 77 359 2000, jan.hol@oce.com or visit our website [www.oce.nl/jobs](http://www.oce.nl/jobs)

Please send your application to Mrs. Anita Maassen, HRM Group activities/PO&S, T (+31) 77 359 2281, anita.maassen@oce.com



Do you have what it takes to go beyond the ordinary?



**Printing for Professionals**