

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL	JOBS	ARTICLE	EVENTS	FACTS & FIGURES
-----------	------	---------	--------	-----------------



THE PERSONAL TOUCH

How getting personal with consumers helps businesses retain and grow their customer base

[read more...](#)

@@RECIPIENT_ADDITIONAL1@@,

A stronger and more personal connection with the customer helps drive brand success: this is a self-evident truth, and a motivating factor behind countless rebranding exercises. But what are the available technologies which support that closer relationship? Our article this month – extracted from the latest Communication Director magazine – presents latest findings from Deloitte into the rise of mass personalisation.

A closer relationship is also a sought-after binding agent for an organisation's employees. The more they feel a valid, authentic relationship with their employer, the more likely people are able to be effective brand ambassadors and drivers of the organisational strategy- that's the findings of an ambitious new white paper by executive search firm DeVelde International, as featured in this month's Facts & Figures.

Whether you're looking for a closer connection inside or outside your organisation, we hope you'll find some inspiration in this month's Communication Directory newsletter.



PERSONNEL CHANGES



NeuroVive announces new director of comms

NeuroVive Pharmaceutical AB, the mitochondrial medicine company, has announced the appointment of Daniel Schale as director of communications. Daniel will report to CFO Catharina Johansson. Schale will be responsible for the ... +



🇪🇸. Mónica Pérez joins eBay Spain

Mónica Pérez has joined eBay España, the global trading platform, as director of communication. With more than 15 years of experience in various different positions of responsibility, Pérez will ... +



🇮🇹. Snam hires Salvatore Ricco

Snam, a European leader in the construction and integrated management of natural gas infrastructure, has hired Salvatore Ricco as it's new head of communications. Ricco is a former press and communication manager with more ... +



🇨🇭. New head of comms at EY

Thomas Sucic takes over as head of brand, marketing and communications (BMC) at EY in Switzerland. He has over ten years of experience in services and human-to-human marketing. Most recently he held an executive role in the marketing ... +

ADVERTISEMENT



THE PREFERRED PARTNER
FOR ACCURATE GLOBAL
MEDIA INTELLIGENCE
PRINT | ONLINE | BROADCAST | SOCIAL

WWW.CARMA.COM

REQUEST A DEMO



🇬🇧. Arnott named comms director at Really Useful Theatres

Really Useful Theatres Group has announced that Jules Arnott will be joining the company as marketing & communications director. Joining from The O2 Arena, where she held the same position, Arnott has an excellent track ... +



🇩🇪. Robin Karakash moves to ASICS Europe BV

Asics Europe has hired Robin Karakash to give its newly launched integrated marketing communications division a foot up against its rivals. He joins the company in the newly-created role of director of integrated marketing ... +



🇩🇪. Staud assumes responsibility for STADA brand

Frank Staud has assumed the role of executive vice president corporate communications, branding and sponsoring at German pharmaceutical company, Stada Arzneimittel AG. He will be responsible not only for the image of the ... +



🇫🇷. Europcar Group appoints Jehan de Thé

Europcar Group has appointed Jehan de Thé as public affairs director. He will develop the group's public affairs strategy and promote the group's expertise in the new mobility markets. De Thé joined Europcar ... +

ADVERTISEMENT



havaspeople.com

How should we drive engagement?

4-5 December

8th Internal Communication Conference, Berlin

@havaspeople





pwc

Global Communications Director (f/m)

Location: Mannheim



Centrica

Digital Communications Director

Location: Windsor



Mars

Internal Communication Officer

Location: Verden



McGregor boyall

Head of Internal / Change Communications - Technology

Location: London



Estee Lauder Companies

Consumer Engagement Manager 100% (m/f)

Location: Zürich



Brainlab

Global Online Communications Manager

Location: Munich



KRY

Communications Manager

Location: Stockholm

ADVERTISMENT



ASIA-PACIFIC
COMMUNICATIONS
SUMMIT 2017

Driving Post-Digital Communications



15-16 NOVEMBER
2017

HARBOUR GRAND,
HONG KONG

TRUSTRATE TICKET
ONLY 888 US\$

www.communications-summit.asia



ARTICLE



The personal touch

In order to retain and grow their customer base, businesses need to get personal with their consumers

Delivering personalised products and experiences can provide benefits for both the brand and the consumer. And although offering personalisation might require a rethink of business operations, companies that embrace personalisation have an opportunity to create a differentiated proposition, command a price premium and improve consumer traffic and conversion. [read more](#)



EVENTS



23.11.2017, Madrid

Executive positioning and strategic leadership

The CEO-CCO relationship has a crucial strategic importance – for both the communications function and the organisation as a whole. How do ... +



10.12.2015, Stockholm

European Excellence Awards

The glamorous highlight of the European Excellence Awards is the gala ceremony, where more than 450 communications professionals come together to ... +



30.11.2017, Paris

Measuring the impact of digital communication: selecting the right KPIs

Building on the animated discussion generated by the EACD Paris Debate on the Future of Digital Communications, we invite in-house communicators to ... +



04.12.2017, Berlin

Internal Communication Conference

The traditional channels used to pour oil on troubled waters in times of crisis are changing. Mainstream media is harder than ... +



FACTS & FIGURES

brought to you by



Exploring the new employee economy

The acquisition, retention and actions of both employees directly fuel a company's bottom line. In line with this, a distinct employee economy is emerging, with a growing focus on the people at the heart of the company and a constant

re-evaluation of how best to work with them. In the new employee economy, we see the development of strategies to make the most of this valuable resource and co read more

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Publisher:

Rudolf Hetzel

Editors:

Dafydd Phillips,
Jan Wisniewski
info@communication-director.com

Advertising:

Helge Schlüter
Tel +49 (0)30 84 85 9 124
Fax +49 (0)30 84 85 92 00
Helge.schlueter@communication-director.com



Personnel:

Mike West
mike.west@quadriga-media.com

Jobs:

Gregor Ringsdorf
gregor.ringsdorf@communication-director.com

www.communication-director.com

If you do not want to receive this newsletter, [please click here](#).