

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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CEO LEADERSHIP IN A BROKEN SYSTEM

How a more personalised and authentic style of CEO communications can rebuild trust and drive value

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@@RECIPIENT_ADDITIONAL1@@,

Against a backdrop of declining trust in CEOs, a more personalised, authentic approach to communications can help engage the sceptics, drive societal value and show another side of business leaders. That's the argument put forward by Justin Blake, global lead for executive positioning at Edelman and author of this month's article, taken for the latest issue of Communication Director magazine.

That's not to say that today's CEOs don't have anything else to worry about: over the past 20 years CEOs have witnessed tremendous upheavals as a result of globalisation and technological change. In the 20th CEO Survey by PwC, highlighted in this month's Facts&Figures section, nearly 1,400 CEOs share their views on the impact of these forces on growth, talent, trust and society.

So whether you're a high-flying CEO, or the chief communication officer working hard to position your CEO, we wish you the very best for the month of October.



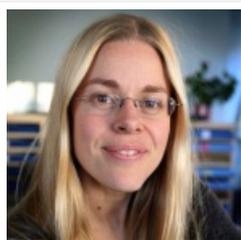
PERSONNEL CHANGES



EACD appoints new managing director

The European Association of Communication Directors (EACD), Europe's leading network for communication professionals across Europe, today announced the appointment of Inge Wallage as its first ever Managing Director. The ... [+](#)

Inge Wallage



Volvo promotes Kina Wileke

Kina Wileke has been appointed executive vice president group communications & sustainability affairs at Volvo and will assume this position as of January 1st, 2018. Wileke is currently senior vice president brand ... [+](#)

Scottish Government appoints new comms chief

The Scottish Government has appointed John Booth as its head of communications, with a mission to strengthen evaluation and join up public sector comms across the



country. The wide-ranging role will see Booth assume overall ... [+](#)



🇮🇹 Kering names new head of PR

Sara Amadei has been named head of PR & communication at Kering in Milan. She will manage globally the communication activities of the eyewear department, including such brands as Gucci, Cartier and Alexander McQueen. ... [+](#)

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EARLY DEADLINE 7 September 2017
LATE DEADLINE 27 September 2017
FINAL DEADLINE 4 October 2017
GALA CEREMONY HAMBURG 30 November 2017

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CALL FOR ENTRIES 2017



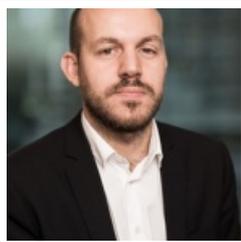
🇪🇸 Eduardo Calvo joins ROADIS

ROADIS, the highway concessions company, has appointed Eduardo Calvo as head of communication, public affairs and corporate responsibility for the countries in which the company currently operates: United States, Mexico, Brazil, Spain and ... [+](#)



🇫🇷 New head of public affairs at Euroclear

Euroclear, one of the world's largest providers of post-trade processing for bond, equity, ETF and mutual fund transactions, has appointed Guillaume Eliet as head of regulatory, compliance and public affairs. This new division is ... [+](#)



🇳🇴 Markovski replaces Chrømer at NHO

Christian Chrømer is changing position at the Confederation of Norwegian Enterprise (NHO) and will be replaced by Peter Markovski as communications director. He recently worked as a communications adviser and political adviser at NHO ... [+](#)

🇳🇴 Hovmand-Stilling becomes PR director at Samlino

Simon Hovmand-Stilling has been named director PR, communications & public



affairs at Samlino. Hovmand-Stilling was previously editor-in-chief at metroXpress and spent one year as head of digital news at TV 2 ... [+](#)



🇩🇪 Buchholz responsible for internal comms at Otto Group

Hamburg-based e-commerce company Otto Group has transferred responsibility for internal communications to Jennifer Buchholz, who will take on the newly created role as senior corporate communication consultant. Buchholz moved ... [+](#)

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Effective Communication in times of disruption

What is my part?

8th Internal Communication Conference 2017
Dec 4-5
Berlin

Quadriga

JOBS



Scania

Head of Communications

Location: Milton Keynes



LIBERTY GLOBAL

Liberty Global

Director of Communication (Technology & Innovation)

Location: Schiphol Rijk



BioMarin

Senior Director, Corporate Communications

Location: London



Verifone

Head of Communications, EMEA

Location: Uxbridge



Tiffany & Co

Communications Director - Europe

Location: London

Jaguar Land Rover Ltd.



Internal Communications Manager

Location: Birmingham, London

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ARTICLE



CEO leadership in a broken system

A more personalised, authentic approach to communications can help engage the sceptics

As the world of business, politics and social norms continues to evolve at a rapid and often unpredictable pace, the expectations placed on leaders may feel like a moving goal post. For more than two decades, I have had the privilege of working with some of the world's top leaders and CEOs to help them understand how to best communicate their strategic vision in a way that drives stakeholder value and corporate act [read more](#)



EVENTS



06.10.2017, Barcelona

Succeeding in a World of Shocks

Aimed at IC leaders, the event will explore the future of IC from a very different angle, very much in tune with uncertain Politics and Economy, ...



19.10.2017, Paris

EACD The Paris Debate

What role do communications play in empowering their organisations to stay ahead of the digital transformation, and how do they measure the success ... [+](#)



26.10.2017, Brussels

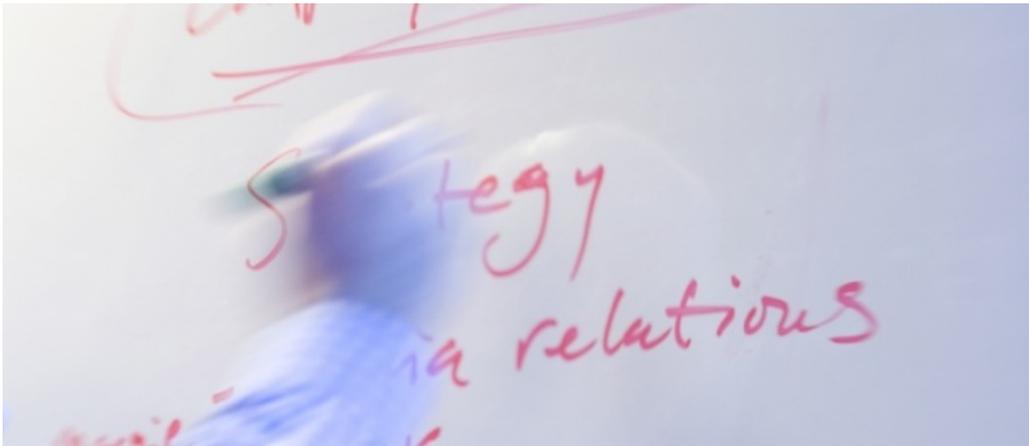
To communicate or not to communicate

In the heightened political context of our advocacy work, communications successes or failures can make or break an association. Association ... [+](#)



FACTS & FIGURES

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20 years inside the mind of the CEO

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COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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