

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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BUILDING BUSINESS GROWTH THROUGH GOVERNANCE

How getting to grips with governance helps communicators improve their strategic influence

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@@RECIPIENT_ADDITIONAL1@@,

Major acquisitions and corporate reorganisations can leave a global communications function feeling detached and unaligned, resulting in a suboptimal strategic influence, with lack of visibility, transparency and collaboration. Counterintuitively, the solution doesn't always lie in reorganising the department's structure, but rather in getting to grips with governance. That at least is the experience of Volvo Construction Equipment, whose senior vice president, corporate communications sets out in this month's article extracted from Communication Director magazine the how and why of improving strategic influence through governance.

There's also cautious signs of optimism from the latest edition of the Edelman Trust Barometer, highlighted in this month's Facts & Figures section: it suggests that there are signs that trust in individual experts is increasing, with good news for journalists, technical experts; academics and CEOs: as spokespeople for organisations that depend on expertise as a reputation tool, could this be the start of a post-post truth recovery for corporate communicators?



PERSONNEL CHANGES



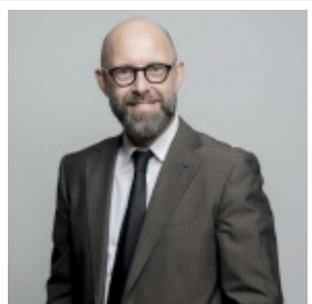
Väisänen appointed Apetit Group's comms director

Sanna Väisänen has been appointed the Apetit Group's Communications and IR Director. Väisänen has extensive experience of corporate communications and marketing, and financial communications and IR in ... 



New head of communications at SHL

Kristen Tate is now head of communications at Schmidt Hammer Lassen Architects (SHL) in Copenhagen, Denmark. She previously spent 10 years in New York managing public relations programs for primarily Nordic brands including ... [+](#)



FONCIA Groupe nominates Frédéric Fougerat

FONCIA Groupe SAS has announced the appointment of Frédéric Fougerat as group communications and marketing director. He reports directly to Philippe Salle, president of the Foncia group. Fougerat has over ... [+](#)



Calidad Pascual hires Alvaro Bordas

Spanish dairy company, Calidad Pascual, has hired Álvaro Bordas as their new director of communications. Bordas moves from Danone where he spent the last decade running their communication department. His career also ... [+](#)

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Piero Pracchi moves to Elica

Piero Pracchi has been picked as Italian kitchen manufacturer Elica's new CCO. Leading the marketing team to maximize market share, sales and volumes Pracchi will ensure the right organization, capabilities and structure for ... [+](#)



Lufthansa Systems promotes Ansgar Lübbehusen

Lufthansa Systems has announced that Ansgar Lübbehusen took over as the company's head of marketing & communications. In this role he will be responsible not only for communications but also for the entire marketing activities of ... [+](#)



ActionAid hires new comms lead

Orla Fee has joined ActionAid, a international charity focused on women and girls living in poverty, as director of comms and public engagement. She joins ActionAid from the Royal College of Physicians where Fee had been head of ... [+](#)



New communications lead at UNICEF Norway

UNICEF Norway has employed Jean-Yves Manum Gallardo as their new communications director. Gallardo joins from NIBIO, the Norwegian Institute of Bioeconomics, where he is currently head of internal ... [+](#)



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Media Director

Location: Mountain View

Saab AB

COMMUNICATION MANAGER EUROPE/GERMANY

Location: Berlin



ARTICLE



Building business growth through governance

How getting to grips with governance helped the communications function at Volvo Construction Equipment improve its strategic influence

Several major acquisitions and corporate reorganisations had left the global communications function at Volvo Construction Equipment overly detached and unaligned. This resulted in a suboptimal strategic influence, with lack of visibility, transparency and collaboration. Counterintuitively, the solution lay not in reorganising the department's structure, but rather getting to grips with its governance. The re [read more](#)



EVENTS

28.02.2018

The EACD Dublin Debate

GDPR - The death knell for unsolicited media outreach? Many communication directors do not fully comprehend the extent to which they ... [+](#)

21.03.2018, Hong Kong

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FACTS & FIGURES

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Experts regarded more trustworthy than peers

Is the tide beginning to turn back in the experts' favour? When UK politician and Brexit campaigner Michael Gove declared that the public "has had enough of experts", it marked a low point in the value placed on expert bodies – and, by extension, the professionals who communicate for them. However, the latest Edelman Trust Barometer offers encouraging signs that experts are [read more](#)

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