

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &
FIGURES



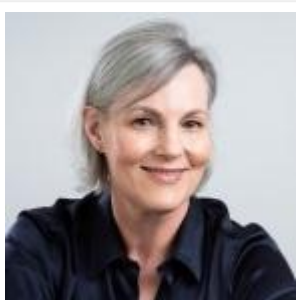
Welcome to the June 2018 Communication Directory newsletter,

One of the leading communicators in the tech space, Frank X. Shaw has helped lead Microsoft through major transformations - from landmark acquisitions including Minecraft and LinkedIn - to a strategic change of focus from Windows to the Cloud. In the latest issue of our print magazine, Communication Director, we spoke to Frank about Microsoft's embracing of the Cloud, the impact of Satya Nadella's leadership on the tech giant's formerly "know-it-all" culture, and how, in a world of cyber-hacking and data security, trust is core to the company.

Nowhere is the question of trust and technology more acute in communications around autonomous or driverless cars. Surprisingly, as our Facts & Figures section in this newsletter shows, the general public seems ready to embrace the concept. More than half of online consumers willing to be a passenger in a self-driving vehicle, despite some concerns over safety. For some, it seems that the pull of a valuable technology trumps questions about trust of safety levels: a fascinating finding for today's tech communicators.



PERSONNEL CHANGES



Easyjet hires Flic Howard-Allen

EasyJet has hired Flic Howard-Allen in the role of group communications officer to replace Paul Moore, who departs for ITV in June. Howard-Allen currently heads up external affairs at Associated British Foods, the owner of ... +

Tino Fritsch relocates to Germany



Tino Fritsch, has returned to his native Germany to resume running the communications department at thyssenkrupp Industrial Solutions. He joined the business in Summer 2014, having previously headed up corporate ... +



Noemí Navas joins ANFAC

Noemí Navas has been appointed director of communications at ANFAC, an automobile association based in Madrid. Navas replaces Adolfo Randulfe, who will remain at ANFAC until the end of June to then undertake new professional ... +

ADVERTISEMENT



Uncover stakeholder perceptions with CARMA's Reputation Index

Tap into actionable insights about your brand and spokespeople with integrated media intelligence and consumer insights.

carma.com





New head of comms at Privalia

Former global head of digital marketing at Benetton Group, Andrea Da Venezia, has named head of marketing & communication at Privalia Italy. He has over twenty years experience in digital and communication business with more than ... +

State Street appoints Wojtek Mrugalski

Wojtek Mrugalski has joined financial services and bank holding company, State Street, at their newly unveiled office in Gdańsk, Poland. He joins from brewing group Kompania Piwowarska where he spent nearly twenty years in various ... +



+ Delvenakiotis moves to Stubhub

Former director of the digital media campus at Ringier Axel Springer Media AG, Alexandra Delvenakiotis, is now head of communications EMEA at event marketplace, Stubhub. Delvenakiotis began her career as a freelance producer at ZDF ... +

ADVERTISEMENT

Discover how communications professionals around the world use the PressPage platform to take their stories to the next level.

PressPage
Create | Distribute | Analyze

JOBS



World Association of Girl Guides and Girl Scouts (WAGGGS)

HEAD OF COMMUNICATIONS

Location: London



Nestlé S.A.

Corporate Communications Manager: Content and Digital

Location: Vevey



Council of the Baltic Sea States

Media & Communications Officer

Location: Stockholm



Cancer Research UK

Senior Regional Media Relations Officer

Location: London



UCLA Health

Communications Director

Location: Westwood



Sage Therapeutics

Associate Director, Product Public Relations

Location: Cambridge



Solvay

Content Promotion & Campaigns Specialist

Location: Brussels

ADVERTISEMENT

Do you know how well your brand is performing?

The VIM Brand Dashboard collects data from a range of sources to provide real-time insight into your brand's performance allowing you to optimise your brand and ultimately improve its value.



Delivering your brand promise



ARTICLE



"Microsoft is built on trust"

Microsoft's communications head on trust and transformation

[read more](#)

ADVERTISEMENT

An advertisement for the European Communication Summit 2018. The background is dark with abstract red and blue lines. At the top center is the logo for the summit, which consists of a grid with 'E' and 'S' in the top row, 'C' and '18' in the bottom row, followed by the text "EUROPEAN COMMUNICATION SUMMIT 2018". Below the logo is the text "Thank you to our partners:". A large white box in the center contains logos for various partner organizations: calibér, CARMA, CLEAR EUROPE, CS&A INTERNATIONAL, DEVELDE, FLEISHMANHILLARD, Global Image Management, Hill+Knowlton Strategies, Ipsos Reputation Centre, .INVESTIS, KANTAR MEDIA, madeinoffice, MYCONVENTO, OBI4WAN, presspack, PRESSPAGE, QUILLER CONSULTANTS, TEXT100, and VIM GROUP. At the bottom of the white box are logos for EACD (European Association of Communication Directors), Quadriga Q, and COMMUNICATION DIRECTOR.



EVENTS

13.06.2018, Berlin



European Communication Summit 2018

After a decade in Brussels, the European Communication Summit is back with a new home in Berlin! This year, the flagship event will disrupt along ... +




28.06.2018, Milan

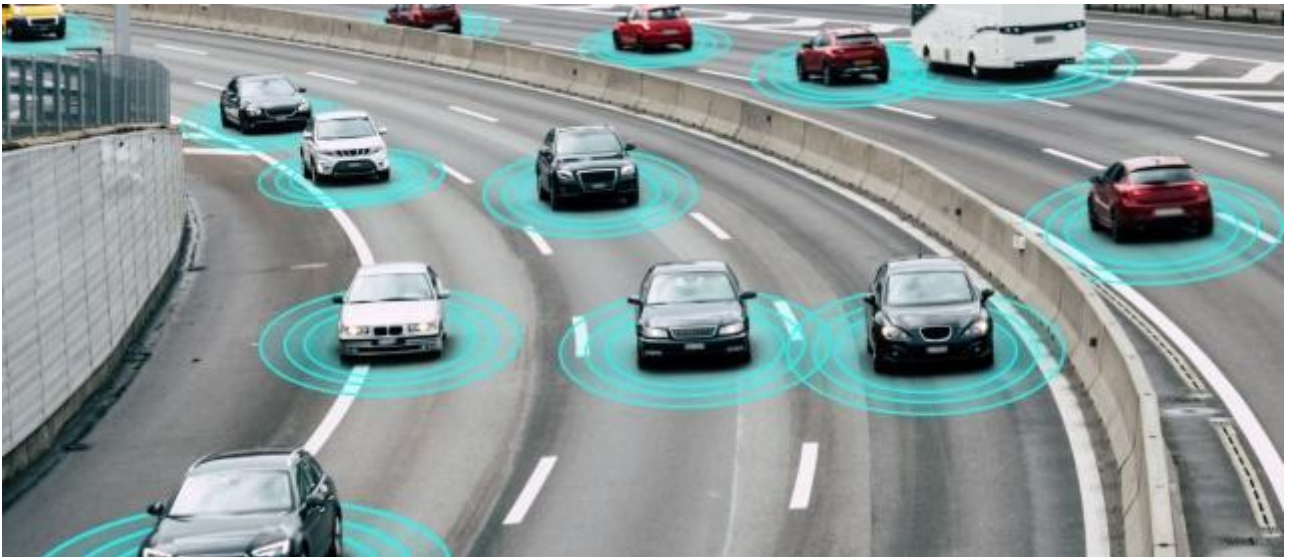
Data-driven communications: is it a new golden age for creativity?

William Edwards Deming once said that without data, we are "just people with opinions". The fusion of old technologies with new arising ... +



FACTS & FIGURES

brought to you by 



Would you trust a driverless car?

Although commercially available self-driving vehicles are not expected to hit the markets in the near future, the general public seems ready to embrace the concept. More than half of online consumers – especially men under 55 years of age with higher incomes – are willing to be a passenger in a self-driving vehicle, despite some concerns over safety. One-third cite tech [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 no longer wish to receive the monthly newsletter Communication Directory, [please click here](#).

If you no longer wish to receive any editorial content and information on products and services for communications and PR professionals by email from Quadriga, please click [here](#).