

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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FIGURES



DEFINING YOUR UNIVERSE

Taking the road to meaningful
communications insights

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@@RECIPIENT_ADDITIONAL1@@,

People are so consumed with data these days, they struggle to absorb it let alone make sense of it. But do we really need to analyse every data point to ascertain where impact is being delivered? Or shouldn't communicators instead figure out how best to examine audiences, competitors and key messages. In the feature article in this month's newsletter - taken from Communication Director magazine - Mazen Nahawi of media-monitoring experts CARMA explains how to make the most out of measurement by investing in holistic research that balances automated data capture and the immense capabilities of the human brain.


Of course, it's not just communications measurement that is undergoing disruption: automation and artificial intelligence is fundamentally transforming the way we work, and experts are busy predicting the workforce of the future. In our Facts & Figures section, we highlight a recent report by PwC that outlines new worlds of work. Whether you're analysing the present or imaging the future, we hope this month's newsletter gives you food for thought.



PERSONNEL CHANGES



Benoît Menard moves to PUMA Group

PUMA Group has announced the appointment of former adidas director managing editor, Benoît Menard, as their new head of marketing communications. Menard has seventeen years work experience in communication, sport and ... 



Sky hires chief marketing and corporate affairs officer

Sky PLC has appointed former Engine Europe and Asia Pacific chief executive Debbie Klein to the newly created role of group chief marketing and corporate affairs officer. She will take up responsibility for all brand marketing ... [+](#)



Perini Navi appoints Simona Del Re

Perini Navi has nominated Simona Del Re as their new communication and branding manager. Del Re has been working in communications for more than fifteen years and was previously strategic communications director at The ... [+](#)

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Lombard International Assurance hires Olgert Gorani

Wealth planning company Lombard International Assurance has appointed Olgert Gorani to the new role of head of marketing and communications Europe. Gorani joins from SGG Group, a global fund and corporate administration services ... [+](#)

Marie Fabiunke joins Target Global


Marie Fabiunke has left Scout24 AG to join Venture capital company, Target Global. Prior to joining Target, Fabiunke was director corporate communications & PR at Scout24 AG, a leading operator of digital marketplaces. Before ... [+](#)



🇩🇰 Pandora poaches comms director from Novozymes

Danish jewellery maker Pandora has hired Mads Twomey-Madsen as new director of communications after Kristian Lysgaard stepped down from the position at the end of Summer 2017. He comes from a position as vice president for global ... [+](#)

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JOB

UBER

UBER

Head of Consumer Communications

Location: New York

 **NOVARTIS**

Novartis

**Communications Manager, Novartis, Sweden
or Finland**

Location: or Sweden

Amazon

Sr. Communications and Event Operations, AWS Marketplace (EMEA)

Location: London

Eurowings

Manager B2B Market Communication (m/w)

Location: Stuttgart

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Radialsystem V, Berlin
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ARTICLE

Defining your universe: the road to meaningful insights

The road to meaningful insights

Image: Thinkstock.com People are so consumed with data these days, they are struggling to absorb it let alone make sense of it. But do we really need to analyse every data point to ascertain where impact is being delivered? Or shouldn't communicators instead figure out how best to examine audiences, competitors and key messages. [read more](#)



EVENTS

[Image: Oslo](#)

15.03.2018, Oslo

Big Data + Small Data for smarter

stakeholder management

Following the success of last year's sessions with international communication consultancy Leidar, the EACD invites interested in-house ... [+](#)

21.03.2018, Hong Kong

HKTDC MarketingPulse

MarketingPulse - A Regional Premier Conference for Marketers and Brands
Taking place in Hong Kong, MarketingPulse is an ... [+](#)

[Image: Future Proof Your Brand book](#)

23.04.2018, Darmstadt

Future proof your brand

After the successful session in London the EACD is happy to announce the next Coaching Day with VIM Group on how to "Future-proof Your ... [+](#)



FACTS & FIGURES

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Brave new worlds

Automation and artificial intelligence is fundamentally transforming the way we work, but what can we expect by 2030? A recent report by PwC on the Workforce of the Future imagines four possible worlds of work with distinct modes of operation and varying reliance on technology. The Blue World of work envisions 'capitalism on steroids' and heightened wealth disparity. A [read more](#)

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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



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