

# COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOB

ARTICLE

EVENTS

FACTS &  
FIGURES



## WHEN REGULATION DOES YOU A FAVOUR

Why shouldn't your marketing communications turn GDPR compliance into a positive experience for your customers and your bottom line?

[read more...](#)

@@RECIPIENT\_ADDITIONAL1@@,

Everyone knows the power of data. Now the European Parliament and Council is handing you the greatest reason ever to put that data to work. The reason is GDPR, an acronym that's striking fear in the hearts of many, but should rather be greeted as an opportunity. In this month's article, taken from Communication Director magazine, we look at how the correct use of data will enable marketing communicators to use their money in a smarter, more effective way.

The smart use of resources is not just a challenge for marketers facing up to GDPR; communications teams looking to effectively manage their online work also have to make tactical decisions based on limited budgets, as this month's Facts & Figures section suggests.

Whether you are a marcomms professional looking for post-GDPR innovations or an internal comms team member looking for ways to stretch your resources, you'll find plenty of inspiration at our [European Communication Summit](#), which takes place this year on June 13 and 14: don't forget to reserve your tickets now.



## PERSONNEL CHANGES



### Volkswagen promotes Piek von Bestenbostel

Volkswagen has promoted Piek von Bestenbostel to lead corporate communications, replacing Hans-Gerd Bode. Bode steps down from the role after he joined Volkswagen in late 2015 alongside CEO Mathias Müller from Porsche, at the ... 



## **+** New head of comms at Lafarge Holcim

Building materials manufacturer Lafarge-Holcim has appointed Bernd Eitel as its group director of communications. Eitel comes from General Electric, where he started in 2012 and, most recently, as director of ... **+**



## **||** Carcabal replaces Ivernel at TF1 Group

Maylis Çarçabal has been appointed as Vice President, Communication and Brands of TF1. She succeeds Frédéric Ivernel, who is leaving the Group to pursue personal projects. In her new role, ... **+**



## **+** Phil Townsend joins UEFA

European football's governing body UEFA has appointed Philip Townsend as its new managing director of communications. It is not the first time Uefa have taken someone from Manchester United in recent years. Former chief ... **+**

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



## **||** Allport moves to Norwegian Air

Norwegian has appointed Philip Allport as its director of communications and public affairs in the UK and Ireland. Allport brings over a decade of aviation and travel experience to airline, having been part of British Airways' ... **+**



## + Päivi Antola joins Nokian Tyres

Nokian Tyres has also appointed Päivi Antola, to the Nokian Tyres management team as vice president, investor relations & corporate communications starting in June. Antola is joining Nokian Tyres after eight years at Amer ... [+](#)



## ✦ IAAF announces comms appointment

Nicole Jeffery joins the IAAF (International Association of Athletics Federations) as head of communications from The Australian newspaper. Jeffery is a highly acclaimed and respected senior sports journalist with more than 25 ... [+](#)



## 🇬🇧 Islamic Relief UK appoints Judith Escribano

Islamic Relief UK has appointed Judith Escribano as its new head of communications. She has worked for and been part of senior management teams for a range of INGOs including Action Aid and Age International. This includes managing ... [+](#)

ADVERTISMENT

**13 – 14 June, 2018**

**Europe's Leadership Event for  
Communication Transformation**

**Register  
Now**



## JOBS

---

Eppendorf AG

**Head of Corporate Communications m/w**

Location: Hamburg

**tobii** dynavox

Tobii Dynavox

**Head of PR & External Communication**

Location: Stockholm

SAMSUNG

**Head of Communication & Retail CE**

Location: Schwalbach/Taunus bei Frankfurt am Main

Cadence Design Systems, Inc.

**Public Relations Program Manager**

Location: San Jose

**MARS**  
incorporated

Mars

**External Communications Associate Director**

Location: Guangzhou



## ARTICLE

---



## When regulation does you a favour

Compliance happens. So why shouldn't your marketing communications turn it into a positive experience for your customers and your bottom line?

[read more](#)



### EVENTS

---

15.05.2018, Copenhagen

#### **The role of business in society: how to get it right**

Business has always been the cornerstone of prosperity in society by creating resources that permit social development. But recent ... [+](#)

22.05.2018, Helsinki

#### **The new reality of working with media**

During this EACD roundtable, the current reality of the media, how journalistic work has changed over the past years and how should the media ... [+](#)



24.05.2018, Brussels

#### **The EACD Brussels Debate**

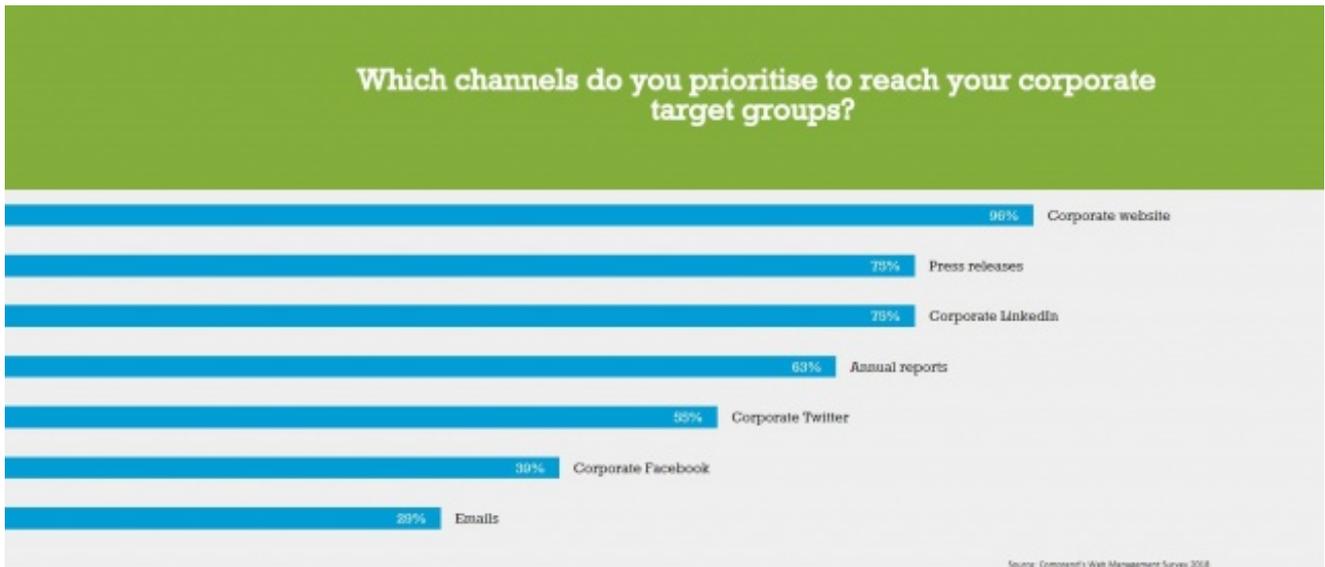
Save the date for our next EACD Debate! We are happy to welcome you soon in Brussels for an exciting panel discussion: A changing ... [+](#)



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 ... [+](#)



## How communicators work with web management

The corporate website remains the most prioritised channel for corporate communication teams, with Emails a distant last choice. The use of LinkedIn has seen an increase from last year with 75 per cent of communications teams rating LinkedIn as the second most prioritised channel together with press releases. This year's Web Management survey by Compend [read more](#)

## COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

*Publisher:*

Rudolf Hetzel

*Editors:*

Dafydd Phillips,  
Jan Wisniewski  
[info@communication-director.com](mailto: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](mailto:Helge.schlueter@communication-director.com)

*Personnel:*

Mike West  
[mike.west@quadrige-media.com](mailto:mike.west@quadrige-media.com)

*Jobs:*

Gregor Ringsdorf  
[gregor.ringsdorf@communication-director.com](mailto:gregor.ringsdorf@communication-director.com)

[www.communication-director.com](http://www.communication-director.com)



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