

# COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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## CEO ACTIVISM: THE TECH EFFECT

From new tech to social justice: Why we expect CEOs to speak out on our behalf

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With their hefty media presence, CEOs are increasingly expected to take a stand on issues that may or may not be immediately relevant to their industry. Furthermore, by speaking out on social issues, activist CEOs are winning over the most sceptical audiences: their employees.

Nowhere is this more evident than in the tech sector, where employee loyalty comes at a premium and where CEO activism is leveraged to attract and retain in-demand tech professionals. Research by Weber Shandwick finds that CEOs who speak out about contentious social issues are favoured by the best and brightest workers in the field: read more in this month's article, taken from the most recent issue of Communication Director magazine.

Whatever industry you work in, this particular case study is a valuable lesson for anyone wanting to harness their CEOs media power for employer branding.

If you'd like to keep receiving these kinds of insights from Communication Director, please confirm or update your contact information for your free newsletter below:

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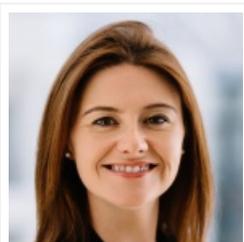


## PERSONNEL CHANGES



### **Helena Norrman departs Ericsson**

Ericsson has announced the resignation of marketing head Helena Norrman to pursue opportunities outside the company. Norrman, who has been with the telecom network company since 1998, will leave her position as senior vice president, ... +



### **British Airways promotes Victoria Madden**

British Airways, which celebrates its 100th anniversary this August, has made Victoria Madden its head of global PR. Madden, who has held a number of comms roles at the airline over the past decade, was appointed after an extensive ... +

### **Kersbergen responsible for comms at Rabobank Netherland**

Former head of employee experience at NN Group, Chris Kersbergen, is now head of communications at Rabobank Netherlands where he will be responsible for communications and corporate affairs for the Dutch business. Beofre Rabobank, he ... +



## **🇫🇷. Guerlain appoints Cécile Lochard**

French perfume and skincare house, Guerlain, has appointed Cécile Lochard as their new Head of Sustainability Communications. Lochard is the author of the reference work "Luxury and Sustainable ... +

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## **🇩🇪. New CCO at BIG**

Philipp Neubauer has been promoted to CCO at professional Esport-organization, Berlin International Gaming (BIG). Neubauer has a vast experience in content production and previously worked for SK-Gaming & mousesports before. ... +



## **🇮🇹. Calza named as Perini Navi's new head of communications**

Perini Navi, has announced the appointment of Camilla Calza as its head of communications, marketing and events. Boasting a solid background in the luxury industry through her work with leading events organisation companies, Calza ... +



## **🇮🇪. New position for Laura Sherry at Repak**

Non-profit recycling company, Repak, has promoted current PR manager Laura Sherry to the position of head of marketing and communications. She has been employed with Repak since 2010, working on major campaigns to engage ... +

## **🇨🇭. Chattopadhyay moves to GENTWO**

Zurich-based startup Gentwo, which issues financial products and investment solutions, is further expanding its staff. Sandra Chattopadhyay joined the company at the beginning



of the year, according to an announcement made on ... +

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Interview with **Vitalie Taittinger**  
Director of Marketing and Communication at Champagne

## JOBS



Telefónica S.A.

### **Senior Marketing Communications Manager (m/w)**

Location: München



Flaconi GmbH

### **Teamlead Communications Management (m/w)**

Location: Berlin



Acatus GmbH

### **Head of Communications**

Location: Berlin

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### CEO activism: the tech effect

To understand what people expect chief executive officers to say and do on the hottest social issues, why not ask one of the toughest audiences to win over: technology professionals?

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07.02.2019, Oslo

#### Unlocking the power of internal communications

The European Association of Communication Directors invites you to the upcoming Breakfast Forum in Oslo. "Unlocking the ... +



21.02.2019, Berlin

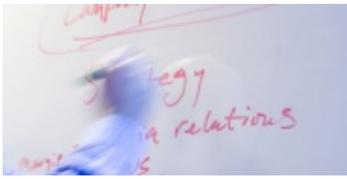
#### International Crisis Communication

Quadriga University 's 7th International Crisis Communication Conference, taking place in Berlin on February 21/22 2019, will shed light on all ... +

04.04.2019, Cologne

#### Brand and user experience

Open to both members and non-members, this Working Group meeting on Brand and User Experience will feature Martin Bruening, Head of Corporate ... +



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# COMMS CONFERENCE

28-29 MARCH  
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21.03.2019, Oslo

## Corporate Communication: A Catalyst for Change

The European Association of Communication Directors, hosted by BI Norwegian Business School's Centre for Corporate Communication, presents the ... +

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## Does business really care about the SDGs?

The Sustainable Development Goals (SDGs) have broken into the mainstream of business reporting: 72 per cent now mention the goals in their annual corporate or sustainability report, while 50 per cent of companies have identified priority SDGs. So finds SDG Reporting Challenge 2018, published by multinational professional services network PwC in November last year. [read more](#)

# COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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