

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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According to CEOs who have communications executives on their boards, communications expertise alone is not enough to earn a seat in the board room — rather, strategic vision, strong business and financial acumen, and high-level leadership experience are more important than a functional communications skill set. But, with the increasingly volatile business environment and consumer and shareholder activism raising the stakes corporate reputation, there is optimism that boardroom opportunities for CCOs may multiply. This month's article - taken from **Communication Director Magazine** - describes the new boardroom opportunities arising from our volatile business landscape.

The evolving status and role of the communications function is the focus of a special day-long event to be held in Oslo later this month, and which is the special focus of our Facts and Figures section: **Corporate Communication: A Catalyst for Organisational Success** (Oslo, March 21). With communications leaders from organisations as diverse as Coca-Cola, Mondelez, Danske Bank and more, the organisers promise a fully rounded exploration of the transforming effect of strategic communications, from the boardroom across all levels of modern organisations.

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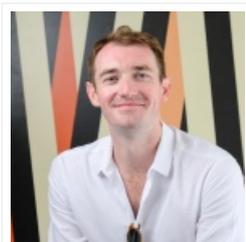


PERSONNEL CHANGES



Petra Strobl joins Serviceplan

Petra Strobl joins Serviceplan Group as global head of corporate communications. In this role she will be responsible for the worldwide corporate communications of the Serviceplan Group at the company's headquarters in Munich. ... +



Thomas Cook restructures communications

Travel business Thomas Cook has restructured the communications and marketing function for its hotels and resorts business, promoting David Child, currently head of comms for the division, to the broader role of head of communications and ... +

Allianz gets a new voice

Patricia Strampfer is head of corporate communications of the Allianz Group in Austria from the beginning of April. She succeeds Marita Roloff. Strampfer was most recently deputy senior director corporate communications and head ... +



🇨🇭. Sindy Schmiegel moves to Novartis

Former head of public and media relations at the Swiss Bankers Association, Sindy Schmiegel, has now been appointed senior global communications manager at Novartis. Schmiegel has been working in communications for over a decade, ... +

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🇬🇧. Boots hires new director of brand and communications

Adam Zavalis, UK marketing director at Aldi, has been appointed by Boots UK as director of brand and communications. Zavalis will join the health and beauty retailer at the end of February and report to UK marketing ... +



🇩🇪. Katja Bär joins Friedrich Schiller University

Katja Bär, former director of communications at the University of Mannheim, Germany is now head of communications at Friedrich Schiller University in Jena. The communications department is newly created and covers the existing ... +



🇧🇪. Nissan Belgium promotes Melvin Keuter

Nissan Belgium has promoted former communications manager, Melvin Keuter, to the position of communications director. Keuter started in the automotive sector in 2008 as a consultant and later as a product manager for Renault ... +

🇮🇹. Kron expands responsibilities at Nestlé Italia



Manuela Kron, current corporate affairs director of Nestlé Group in Italy, will also take over the marketing function of consumer communication with a particular focus on e-business. Kron has been the Corporate ... +



🇫🇷 Lyon Biennale appoints Hélène Juillet

The Lyon Biennial of Contemporary Art has appointed Hélène Juillet as director of communication. Juillet arrives from French leisure association UFCV where she was responsible for web marketing and communication ... +

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🔗 JOBS



Instagram
Communications Manager

Location: Hamburg



Novartis Pharma GmbH
Head of Franchise Communications (m/w/d)

Location: Nürnberg



ICE
Senior Marketing & Communications Manager (m/f/d)

Location: Berlin



Snap Inc.
Communications Manager

Location: Paris



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ARTICLE



Chief communications officers in the boardroom

In an increasingly volatile business environment, could boardroom opportunities for CCOs multiply?

[read more](#)

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EVENTS

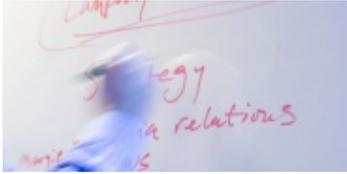


21.03.2019, Oslo

Corporate Communication: A Catalyst for Organisational Success

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

+



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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FACTS & FIGURES

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Thursday 21 March 2019



Corporate Communication – A Catalyst for Organizational Success

Corporate Communication - A Catalyst for Organisational Success: How strategic communication is building tomorrow

Effective organisational communication is more important than ever before. Communicators and their leadership teams are increasingly learning how to unlock the power of strategic communication in building the organisation of the future. We will explore the role of corporate communication as a catalyst for success. Join your peers and learn from leaders, senior communicators a [read more](#)

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