

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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FACTS &
FIGURES

Welcome to the May edition of Communication Directory newsletter,

Perhaps driven by value destroying scandals and failures of governance and the quest for greater purpose in the age of radical transparency, leaders are starting to wake up both to the potential of reputation to build superior sustainable financial value and the risk posed by reputation effects to the bottom line when there is a mismatch of expectations and factual experience among stakeholders. This month's article – taken from the print edition of Communication Director Magazine – explores enhanced strategic reputation and risk management as a means of building the organisations of tomorrow.

This month's Facts & Figures echoes the theme of reputation risk by focusing on the top business threats as seen by today's CEOs. Elsewhere you'll find the usual mix of jobs, events and personnel changes in the field of corporate communications: we wish you happy reading.

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



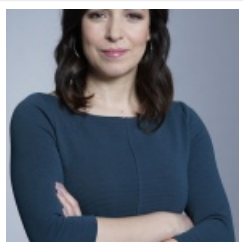
Delphine Coma replaces Estelle Rouvrais at Citroën

Delphine Coma is taking over Citroën's communications department, succeeding Estelle Rouvrais, who has held the role since 014. Coma graduated with a Masters in Cross-Cultural Management from the ISIT (Paris) and began ... +



Tesco appoints group communications director

Tesco is pleased to announce that Christine Heffernan will join their executive committee as group communications director and will replace Jane Lawrie. Heffernan has most recently worked as executive director to group CEO Dave ... +



Dr. Sarah Fakh joins MorphoSys AG

Dr. Sarah Fakh has joined MorphoSys AG as vice president and head of corporate communications and investor relations. She will report to Chief Financial Officer Jens Holstein. Sarah joins MorphoSys from Qiagen N.V., a leading global ... +

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🇮🇹. Fabio Romano changes role at Jaguar Land Rover Italia

Fabio Roman, former sales director at Jaguar Land Rover Italy, has switched roles and will now lead marketing and PR. With over two decades of brand and marketing experience, Romano first joined the company in 2012 as marketing ... +



🇦🇹. Tinkler takes over corporate communications at Verbund AG

Corinna Tinkler will take over corporate communications at Verbund AG. She comes from the food giant REWE International where she was director of corporate communications dealing with brand management and communications ... +



🇳🇴. Mala Wang-Naveen moves to SINTEF Digital

Mala Wang-Naveen has moved to SINTEF Digital where she leads communications for the independent research organisation. Wang-Naveen joins SINTEF following three years at EEA and Norway Grants in Brussels as senior communication ... +

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Risk or reward?

In a world of shifting reputations, radical transparency and business uncertainty, corporations are held to a higher account: a glimpse into enhanced strategic reputation and risk management.

[read more](#)

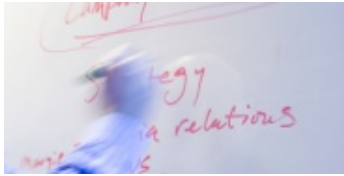
Free Expert Guide: 8 tips to future-proof your brand

How do you ensure that your brand drives superior business value in a rapidly changing world? In this Expert Guide we share 8 tips to future-proof your brand based on best practices and insights from brand experts in leading organisations.

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EVENTS



16.05.2019, Kyiv

What is the role of business in building trust?

Photo by Rostislav Artov on Unsplash The European Association of Communication Directors (EACD) and the Ukrainian ... +



22.05.2019, Berlin

EACD Kick Off Day

Prior to the two-day European Communication Summit, the European Association of Communication Directors (EACD) hosts its annual ... +



23.05.2019, Berlin

European Communication Summit 2019

The European Communication Summit is the annual event for international communications executives! The event brings together cross-industry ... +

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20.06.2019, Brussels

How to address citizenship in a polarised world?

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09.09.2019, Berlin

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FACTS & FIGURES

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Top threats as seen by CEOs

Faced with the rise of populism and protectionism raising barriers between markets around the world, CEOs have retrained their focus from existential threats— such as terrorism and climate change - and back onto business issues more immediately under their purview. (Photo by Benjamin Child on Unsplash) [The 22nd Annual Global](#) [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Publisher:

Rudolf Hetzel

Editors:

Dafydd Phillips
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

