



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • cci@corporatecomm.org • www.corporatecomm.org

NEWS RELEASE

For Immediate Release

June 30, 2011

Contact: Michael B. Goodman, Ph.D., Director

646-312-3749

cci@corporatecomm.org

Mary Streche, Gagen MacDonald, LLC (USA), Receives Highly Commended Applied Paper Award at the Conference on Corporate Communication 2011

New York, New York. Mary Streche, Senior Consultant with Gagen MacDonald, LLC, received the Highly Commended Applied Paper Award at the Conference on Corporate Communication 2011, held June 7-10, at Baruch College, City University of New York, New York, NY for her paper, “Delivering New Strategic Imperatives in a Changing Business Environment: A Study of Internal Communication Best Practices in Leading Global Businesses.” Emerald Group Publishing Limited (UK) sponsors the award.

“This research reveals the importance of internal communication as a leadership partner in business strategy execution and delivery of business results,” according to Dr. Michael B. Goodman, CCI Director. “It also indicates the skills and competencies for internal communicators,” Goodman added. Streche’s paper explored the evolution of internal communication and the organization and execution of the function in leading global companies.

Previously, Streche led the communications function at the London headquarters of International Alert, the UK’s leading peace-building charity which operates in more than 20 countries globally. She earned a MA in International Service from the University of Surrey-Roehampton (U.K.) and a BA in Public Relations from Marquette University, Milwaukee, Wisconsin. Gagen MacDonald, LLC, where she provides counsel to global brands, is a strategy execution and employee engagement firm.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2011 conference over 100 scholars and practitioners gathered from 23 countries to

exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2011 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

###