



2013 Corporate Communication **LEADERS FORUM**

Tuesday, January 8 – Saturday, January 12, 2013

Baruch College/CUNY ■ Vertical Campus ■ 55 Lexington Avenue at 25th St. ■ New York, NY 10010

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Harold Banks

Harold is a project manager in Global Communications at Prudential Financial. He develops and implements internal and external communications strategies to support The Prudential Spirit of Community Awards. The program, in its 17th year, represents the United States' largest youth recognition program, based exclusively on volunteer community service and has expanded to five other countries.

He also supports the communications effort for Prudential's Corporate Social Responsibility area and The Prudential Foundation. This includes the company's corporate contributions, the Social Investment Program as well as employee volunteerism and community relations.

Harold joined Global Communications in 1991. Previous assignments include providing project management, public relations and internal communications services on behalf of Prudential's Diversity, Health and Wellness, Property & Casualty and Operations & Systems areas.

He is active in philanthropic affairs, and serves on a number of nonprofit organizations.



Kelley Bertoli

Kelley is Graduate Assistant and Social Media Coordinator for Corporate Communications International and the Corporate Communication Master's Program at Baruch College, City University of New York.

Currently, she manages online community engagement on social media platforms and develops content strategy. She also serves on the Programming Committee for New York Women in Communications. Entering her third semester in the graduate program, Kelley's academic focus is on crisis management and public relations.

She has a bachelor degree in Corporate Communications from Baruch College.

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Zeynep Bilgic

Zeynep is Communications Manager at LBT Varlik Yonetim A.S. ("LBT"). Under her leadership the Communications Department is now responsible for both internal and external communications, from organizing events and managing the corporate intranet to customer communication and complaint management.

Because LBT is one of the largest asset management companies authorized by the Banking Regulation and Supervision Agency to acquire distressed and non-performing loans of banks and other financial institutions in Turkey and due to the recent equity investment of the European Bank for Reconstruction and Development ("EBRD"), the management of LBT's corporate identity is of critical importance. Zeynep and her department are responsible for corporate web site content management, creating and implementing social media strategies, and controlling all publications regarding LBT in broadcast and print mass media.

Prior to becoming Communications Manager, Zeynep worked as a project manager in the Investments Department at LBT. Prior to joining LBT, she was an advisor with Reform Kurumsal. She started her career as a Regional Export Manager at IDAS.

She holds a M.B.A degree from Manchester Metropolitan Business School and a bachelor's degree in Economics from Marmara University in Istanbul, Turkey.



Michelle Chiang

Michelle is currently Senior Corporate Communications Executive at the Subordinate Courts of Singapore. She manages international relations with overseas judiciaries and agencies. She is also in-charge of media relations as well as the production of the organization's corporate collaterals.

She also worked at the Intellectual Property Office of Singapore where she oversaw the design and implementation of outreach programs aimed at raising the awareness and application of intellectual property among the business and government sectors.

Michelle recently completed the master degree program in Mass Communication at the Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore (NTU). She has a Bachelor of Business (Marketing) degree conferred by the Nanyang Business School of NTU.



Yolande Daeninck

Yolande is the Head of Global Media Relations for McKinsey & Company, based in New York. As a core member of the communications leadership team, she contributes to building and protecting the firm's reputation through distinctive media relations. She works with colleagues in offices and practices around the world to drive media outreach programs for McKinsey's priority publications and knowledge. She also acts as a spokesperson for McKinsey.

She joined McKinsey in 2005 in the Brussels office, where she managed internal and external communications for 3 years. Prior to that, she worked for an independent corporate communications consultancy in Brussels, serving multinationals and large Belgian companies on crisis communications, Belgian public affairs and media relations.

Yolande holds an M.A. in Romance Languages and Literatures from the U.C.L. (Belgium), a Degree in Business Economics from the K.U. Leuven (Belgium) and an M.S. in Corporate Communications from Boston University where she was a Fulbright scholar.

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Béla Dajka

Béla is leading efforts to build corporate communication in the European Commission where various decentralized departments communicate on a wide range of policies and issues. He led the recent introduction of a single corporate visual identity in the Commission. Before joining the central communication team of the Commission in 2010, he organized EU conferences and ran communication campaigns on ICT, telecommunication and media policies.

His previous career in journalism took him from being a diplomatic correspondent in Hungary to running departments of the BBC World Service in London. He advised BBC management on European affairs and public policy.

Béla is a graduate of the Moscow State Institute of International Relations (MGIMO) with a degree in international journalism. He earned his master's degree in media management from the University of Leeds (UK). He travelled the United States extensively with the World Press Institute, and participated in leadership programs at the BBC and the European Commission.



Ashanti Devi

Ashanti is a senior communications associate with the National Library Board of Singapore, handling media relations and strategic communications for a national network of twenty-five libraries. She has close to a decade of experience in media policy and media relations. She has managed publicity and promotional campaigns for a non-profit organization, overseen fund-raising, educational and other outreach events for the Asian Civilization Museum in Singapore, and was involved in media policy work, media literacy programs and international relations at the Media Development Authority of Singapore.

Ashanti graduated with a Bachelor of Social Science (Hons.) in Information and Communications Management from the National University of Singapore, and is currently pursuing a Master in Mass Communication at the Wee Kim School of Communication and Information at Nanyang Technological University in Singapore.



Charlotte M. Fox

As Director, Corporate Communication at Johnson & Johnson, Charlotte provides strategic communication counsel to Johnson & Johnson Procurement leadership. Charlotte is also leading the global employee engagement program as it relates to Johnson & Johnson as the first Official Healthcare Sponsor of the FIFA Confederations Cup Brazil 2013 and 2014 FIFA World Cup Brazil™.

Charlotte first joined Johnson & Johnson in May 2008 as Director, Global Communications for the Global HR Transformation, where she led the strategic planning and execution of internal communications to advance the business objectives of the global transformation of Human Resources — a key component in the critical change management and integration efforts. In May 2010, she stepped into a newly-developed role to build a level of acceptance and awareness about the importance of effective, strategic, influential and action-driving communication processes across Human Resources. In 2011, Charlotte took on additional responsibility providing strategic communication counsel to the Chief Diversity Officer and the Office of Diversity & Inclusion. During her tenure with Johnson & Johnson, Charlotte has received leadership awards for her work and contributions.

Prior to joining Johnson & Johnson, Charlotte spent the better part of her 20+ year career planning, developing and executing corporate communication programs in the financial services and advertising industries.

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Charlotte holds a Bachelor of Arts in Organizational Communication from Arizona State University, speaks fluent Greek, and is a 2011 graduate of the Johnson & Johnson *ACCEL* Academy.



Tien Tien Heng

Tien Tien has more than 10 years' experience in both the media and communications industry. She is currently pursuing a Masters in Mass Communication degree with the Nanyang Technological University of Singapore while concurrently working at the Ministry of Communications and Information as an Assistant Director in the Media Relations Division. Tien Tien is proficient in understanding new developments in various industries and sectors.

Before joining the Ministry, she worked at the national TV station as well as for advertising and Internet companies handling content and project management work. In 2001, she was posted to Beijing, China to lead a new Chinese web team to build "China.cnet.com".

Tien Tien graduated from the National University of Singapore with a Bachelor of Arts Degree and went on to acquire a Bachelor of Laws degree (LLB) from the University of London. She has a strong technical command of both the English and Chinese languages, and speaks a smattering of French.



Benjamin Ho

Benjamin is a graduate student of Communication Studies at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. His academic interests include corporate communication, image management, crisis communication and intercultural communication.

In his candidature, he has authored and/or presented research papers at the Corporate Communications International Conference (2011; 2012) and International Public Relations Research Conference (2012) on topics related to PR communication, organizational image management and crisis recovery.

In addition to scholastic inquiry, Benjamin has a keen interest in the global corporate perspective and has previous work and living experience in South Korea and China. Benjamin is also the proud recipient of the Tan Cheng Siong Scholarship for Financial Journalism (2010) and volunteers actively in his community. After graduation, he plans to work in the PR industry, providing expertise in cross-cultural PR communication, image management and media relations to international corporate clients.



Susanne Hoelzlwimmer

Susanne is a Master in Corporate Communication graduate student at Baruch College and works as a Research Assistant for CCI Corporate Communication International at Baruch College/CUNY. She received her BA/MA degree in International Business and Cultural Studies from the University of Passau, Germany.

Prior to enrolling at Baruch, Susanne worked in multinational companies in Europe, Southeast Asia, and North America and volunteered for various non-profit organizations globally. Most recently she worked for a public relations agency in New York.

She is fluent in English, German, and Spanish.

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Adelyn Lim

Adelyn is a Senior Executive at the Home Team Academy, a department under the Ministry of Home Affairs and common training ground for home front security and safety and law enforcement agencies in Singapore. Her team is in charge of the internal, external and crisis communications in the Academy. It is also responsible for protocol and the maintenance of the Academy's relations with foreign counterparts and collaborative partners. She is also involved in organizing regional workshops. Adelyn has worked at the Home Team Academy since 2007.

She was also an Intern Broadcast Journalist at the Assignments Desk for Channel News Asia during her undergraduate years.

Adelyn holds a Bachelor of Arts (Political Science) from the National University of Singapore and is currently pursuing a Master of Mass Communication at the Nanyang Technological University.



Eric Lue

Eric graduated with a Bachelor of Business (Honors) in Marketing and International Business from the Queensland University of Technology in Australia. He is currently pursuing his Masters in Mass Communication with Nanyang Technological University's Wee Kim Wee School of Communication and Information.

Eric has more than 12 years of experience in the area of business development, strategic marketing, corporate structuring and finance in the oil and gas sector as well as in the alternative fuel, chemical and plantation-investment industry. He is currently serving his sabbatical with the Singapore After-Care Association (SACA) helping offenders, ex-offenders and their families to get back on their feet after their incarceration.



Dan Mulcahey

Dan is a communications specialist for Honeywell Performance Materials and Technologies. In this role, he is primarily responsible for the planning, development and execution of marketing communications programs that support key business initiatives within its healthcare and packaging, photovoltaics, and authentication technologies segments. In addition, Dan helps support executive and labor communications and represents Performance Materials and Technologies on the Honeywell Brand Council. He is currently leading a communications effort that is guiding the orderly phaseout of the company's highly-regulated medical sterilants.

Prior to joining Honeywell in 2010, Dan was a media relations analyst with JPMorgan Chase & Co., where he coordinated media activities for 100 branch offices and several key economists within the bank's asset management unit. Dan also previously served as a communications intern with the corporate technology function of Siemens AG, with responsibility for the development of technology articles published in the SiemensWorld and Pictures of the Future corporate magazines. In this role, he was also responsible for supporting the planning and execution of quarterly town hall meetings for the CEO and CFO of the division.

Dan holds a bachelor's degree from Rutgers University, where he majored in communications. Dan lives in New Jersey and has volunteered as communications manager for the Middlesex County Fair Association since 2006.

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Melissa Sader

Melissa is an Executive and Workforce Communications professional at IBM. In this role, she is responsible for keynotes, client conversations, product launches, and IBM employee and manager communication programs delivered live as well as through digital and social media. She currently works with the IBM Senior Vice President, Middleware Software.

Prior to this role, Melissa was the Strategic Communications Advisor for the IBM Center for Applied Insights, responsible for messaging and content used in industry and cross-enterprise demand programs marketing and communications. Since joining IBM in 1998, she has held several roles in executive and workforce communications and has been responsible for communication strategies and programs for emerging technology and growth initiatives.

Melissa participated in IBM's Corporate Service Corps (2009) and is a graduate of the IBM Marketing, Communications, and Citizenship Leadership Development Program (2011).

She has a B.A. in Interdisciplinary Studies: Communications, Legal Institutions, Economics and Government from The American University, and has taken graduate courses from the Massachusetts Institute of Technology, Duke University, and Pace University.



Arzum Satir

Arzum is the Corporate Communications Manager at the Turkish affiliate of Roche, responsible for internal and external communications activities such as leadership communications, corporate PR projects, reputation and issue management, media relations, social media management and corporate publications. Since 2011, she also supports the Global Regional Communications department at Roche, as a "Regional Communications Liaison" for the Middle East region.

From 2003 – 2007, Arzum was the Corporate Communications Manager at the Turkish affiliate of Nortel, a global telecommunications company. Prior to Nortel, she held the positions of account executive, account director and group account director at IMAGE Public Relations, one of the oldest PR agencies in Turkey. She also worked in the PR Department of Vakko, a leading luxury ready-to-wear company in Turkey.

She has a graduate degree from the Bosphorus University, Faculty of Economics and Administrative Sciences, Department of Political Science and International Relations.



Yan Wang

Yan is Associate Professor at the University of International Business and Economics in Beijing, China. She has taught undergraduate and postgraduate courses in Business English, Business Communication, Interpersonal Skills, Pragmatics, Sociolinguistics, Contrastive Linguistics, etc.

Her research interests include pragmatics, corpus linguistics, discourse analysis and professional communication. Her current research focus is on the intercultural communication in offshore outsourcing. She used to work as a visiting research associate at the Hong Kong Polytechnic University on the project of call-center communication in offshore destinations. She is now on the Fulbright Visiting Research Scholars Program at Baruch College, the City University of New York. This program provides her with the opportunity to investigate the communication issues from the outsourcing clients' perspective.

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Yan's publications include *A Study of Negotiation Strategies in Interactive Buying-and-Selling Discourse – A Corpus-based Approach to Workplace Discourse Analysis*, "Goal Analysis in Understanding Interactive Buying-and-Selling Discourse" in *Contemporary Linguistics*, "A Comparative Study of Interpersonal Metaphors in English and Chinese Call-Centre Discourse" in *The Proceedings of ISFC 35: Voices Around the World*, and "Analyzing the Genre Structure of Chinese Call-Centre Communication" with Xunfeng Xu, Gail Forey and Lan Li in *Journal of Business and Technical Communication*.

Yan holds a BA in English Language and Culture and an MA in Linguistics. She received her Ph.D. in Theoretical Linguistics from Beijing Foreign Studies University.



Reidinar Juliane Wardoyo

Reidinar Juliane is a Master of Mass Communication student at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore.

Prior to enrolling as a master student, she worked as a consultant for Edelman Jakarta, a global public relations firm that is also the market leader in Indonesia. Her job in Public Affairs consisted of providing recommendations and implementing public relations programs, including stakeholder engagement, crisis management and media relation.

She holds Bachelor of Humanities from the University of Indonesia.



Lauren Wolman

Lauren is a first-semester graduate student in the Corporate Communication Master's Program at Baruch College. She received her Bachelor of Arts in journalism from Quinnipiac University.

Past positions have included weekend editor at BroadwayWorld.com and press assistant at The Publicity Office representing Broadway shows like *Phantom of the Opera*, *Chicago* and *Cirque du Soleil*.

Currently, Lauren is a press assistant at John Capo Public Relations, a small off-Broadway press company and works as Editorial Assistant for the Corporate Communication Master's Program and CCI - Corporate Communication International at Baruch College, City University of New York.



David Woolwine

David is the Director of Reputation Leadership at Allstate Insurance. He is responsible for developing and executing the Reputation Leadership strategy for the company. For the past three years he has conducted a bi-annual study of Allstate's reputation with key internal and external stakeholders. This proprietary research is the basis for the corporate reputation strategy. He is also responsible for the Corporate Relations Program Management Office, employee education, communication and finance areas.

He has just completed his twenty sixth year with Allstate and has had diverse career working in many areas of the company including Operations, Sales, Service and most recently Corporate Relations.

David holds a BS in Journalism/Public Relations from Radford University, and an MBA in Marketing from the University of Illinois at Chicago.

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He recently published an article, "Allstate Three-Pronged Measurement System", in the sixth edition of the *PRNews: PR Measurement Guidebook* detailing how Allstate puts reputation and stakeholder research into action.



Lenca Yew

Lenca worked in the creative, aviation and education fields and has experience in graphic design, hospitality, marketing and corporate communication. Currently she is studying full-time for the Master in Mass Communication at Nanyang Technological University (Singapore).



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