



# 2013 Corporate Communication LEADERS FORUM

Tuesday, January 8 – Saturday, January 12, 2013

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

## 2013 CORPORATE COMMUNICATION LEADERS FORUM FACULTY



### **Chris Atkins**

Managing Director, US Public Relations and Internal Communications  
PwC

Chris Atkins joined PwC (PricewaterhouseCoopers) in May 2011 as its Managing Director of US Public Relations and Internal Communication. Previous to PwC, he was Vice President, Communications at Standard & Poor's, joining it in June 2006 after 26 years in PR on the agency side. At S&P, he was responsible for external communications for credit ratings and indices such as the S&P 500. He was in the forefront of S&P's crisis response regarding the role of ratings in the financial meltdown. Before joining S&P, he was Managing Director of the global corporate practices at Ogilvy PR and Ketchum, serving as senior counselor to, among others, FedEx, the New York Stock Exchange and GE. While at Ketchum, Chris founded the Ketchum Reputation Lab, which used the 20+ year data set from Fortune Magazine's

"America's Most Admired Corporations" survey to develop an analytical tool to inform communications strategy.

Chris also served as Chief Operating Officer of the New York office of Burson-Marsteller, and spent several years in the Corporate Group at Hill & Knowlton. A frequent speaker and guest lecturer at NYU and Columbia on the topic of crisis preparedness and response, Chris was named by PR Week as one of the "20 crisis counselors CEOs should have in their speed-dialer."

Chris is a member of the Arthur W. Page Society and a trustee of the Institute for Public Relations. He is the co-author of a book on corporate reputation called *Image Wars: Protecting Your Company When There's No Place to Hide*, (1989, John Wiley & Sons). He lives with his wife, Lauren Letellier, in Manhattan.



### **Louis Capozzi**

Chairman, MSL Group (retired) & Adjunct Professor  
New York University

Lou Capozzi serves as an adjunct professor in the New York University Master of Science program in Public Relations and Corporate Communications, teaching courses in business skills, and in the management of public relations, both in-house and in consultancy firms. He has a broad background in corporate communications and public relations firm management.

Until his retirement last year, Lou was chairman of the MSL Group, the public relations arm of Publicis, the world's 4<sup>th</sup>-largest communications holding company. He had been CEO of MS&L, one of the world's largest public relations firms, when it was acquired by Publicis in 2002. He joined MS&L in

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1990 as director of creative and strategic development, and was named CEO in 1997. Under Lou's leadership, the firm tripled in size and expanded its network to include 31 offices worldwide.

Lou was formerly vice president of corporate communications for Aetna Life & Casualty, the nation's largest public insurer. He spent eight years there, managing advertising, corporate and marketing public relations, financial and shareholder communications, employee communications and investor relations support. His earlier experience includes management roles in both public companies and firms.

A journalism graduate of New York University, he holds an MBA in Finance from Bernard Baruch Graduate School of Business. Lou served as president of the International Communications Consultancy Organization (ICCO), where he was inducted into the Hall of Fame last year. ICCO represents over 1,000 public relations consulting firms in 27 countries. He was a founding board member of the U.S. Council of PR firms, is a member of the Arthur W. Page Society, and an accredited member of PRSA and a member of its College of Fellows. Widely published in professional and business journals, Lou is also a frequent speaker at public relations industry events around the world.



### **Robert H. Christie**

Senior Vice President, Corporate Communications  
The New York Times Company

Robert H. Christie is senior vice president of corporate communications for The New York Times Company, a position he has held since March 2010. He is the Company's chief communications strategist and serves as its primary spokesperson. He has oversight of all external and internal communications and media relations functions worldwide.

He was previously vice president of communications at Dow Jones & Company, where he was responsible for brand, executive and crisis communications for its consumer businesses worldwide. Before joining Dow Jones in August 2003, Bob spent four years in corporate communications at Sony Electronics Inc., focusing on business-to-business communications. Previously, he served as a senior account director for Goodman Media International, Inc. He began his career in 1990 at the National Academy of Television Arts and Sciences, where he served in a variety of media relations and public relations positions.

Bob is a graduate of Mansfield University of Pennsylvania, and in 2009, his alma mater awarded him its Society of Honors Outstanding Young Alumni Award.



### **Kathleen Fitzgerald**

VP, Communications  
PSE&G

In 2012 Kathy Fitzgerald joined PSE&G where she leads the public relations organization providing internal and external communications for this New Jersey electric, gas and energy company.

She was Global Head of Communications and Chief Communications Officer at KPMG LLP where she was responsible for leading internal and external communications for KPMG in the United States (KPMG LLP) and for KPMG International, the global network of KPMG member firms.

Prior to joining KPMG in August 2006, Kathy served as senior vice president of public relations and advertising for Lucent Technologies. At Lucent, she led the company's global communications team where she was responsible for media relations, employee communications, advertising, investor relations, speech writing, industry analyst relations, and philanthropy. Kathy was instrumental in developing the original brand positioning for Lucent, and launched a number of communications programs that helped the company become one of *Fortune* magazine's top 10 "Most Admired Companies" in 2000 and one of the "Best Companies to Work For" by *Fortune* in 1999.

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She also served as vice president of public relations and advertising at AT&T for nearly 27 years.

Kathy has also provided strategic PR and reputation management counsel to business executives in her own company and has been of counsel to Text 100, a global technology public relations firm, helping to develop their global corporate communications practice.

She has been a member of the Arthur W. Page Society since 1995. She's an adjunct faculty member in the MA in Marketing and Public Relations at New York University School of Continuing and Professional Studies. Kathy holds a MA in Journalism from Boston University.



**John Gilfeather**  
Executive Vice President  
Koski Research Inc.

John Gilfeather is an expert in corporate reputation measurement, public affairs research and B2B marketing. In November 2011, he was appointed Executive Vice President of Koski Research Inc. Koski Research is an independent, custom research firm focused on having better conversations with key stakeholders – customers/clients, influencers, business peers and the general public to produce better business results.

John was Managing Partner at Yankelovich and was responsible for all the custom research of the firm. After 30 years at Yankelovich, he joined Roper Starch Worldwide where he was Vice Chairman and head of Roper Public Affairs and Media. Following this, he was Executive Vice President in charge of Stakeholder Management research for TNS in the North America. John also founded his own firm, John Gilfeather & Associates, which provided independent and objective research and management advice to research firms, research departments and corporate communicators.

He has conducted groundbreaking research in corporate reputation for *Time Magazine* on the 1970s, for Brouillard Communications in the 1980's and for *Fortune Magazine* in the 1990s. In the last decade, he created the Roper Corporate Reputation Scorecard and the TNS Corporate Social Responsibility Report Card. He is a frequent speaker on reputation matters at important conferences, including the PR Leadership Forum, the CCI Leaders Forum, PR News seminars, the Fortune Corporate Marketing Forum and the Fortune Global Marketing Forum.

John is a Past Chair of the Council of American Survey Research Organizations (CASRO) and served on its Board for nine years. He is a founding member of the Institute for Public Relations' Commission on Measurement and Evaluation. He also is Past President of the Market Research Council.

He is a graduate of the University of Notre Dame with a degree in Sociology. He attended graduate school at Columbia University. He served for 20 years on the Board of Advisors for The University of Georgia Master in Marketing Research program.



**Michael B. Goodman, Ph.D.**  
Director, CCI – Corporate Communication International  
Director, MA in Corporate Communication  
Baruch College/CUNY

Michael Goodman is Professor and Director of the MA in Corporate Communication at Baruch College, The City University of New York. He is the founder and director of CCI - Corporate Communication International. He is Visiting Professor of Corporate Communication at Aarhus School of Business (Denmark), Bangkok University, Hong Kong Polytechnic University, IICS – Instituto Internacional de Ciências Sociais (Brazil), and Università IULM (Italy). Also, he is Adjunct Professor of Corporate Communication at Fairleigh

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Dickinson University, where he was professor and director of the Graduate Program in Corporate and Organizational Communication. He directed the graduate and undergraduate business communication programs at Northeastern University in Boston, and he has taught business communication courses at New York University, New York Institute of Technology, University of Alaska Fairbanks, and SUNY at Stony Brook. He is the founder of the annual Conference on Corporate Communication.

Michael has published widely, including: *Corporate Communication: Strategic Adaptation for Global Practice* with Peter B. Hirsch, *Corporate Communication: Tactical Guidelines for Strategic Practice* with Peter B. Hirsch, *Corporate Communication for Executives*; *Work with Anyone Anywhere: A Guide to Global Business*; *Working in a Global Environment: Understanding, Communicating, and Managing Transnationally*; *Corporate Communication: Theory and Practice*; *Write to the Point: Effective Communication in the Workplace*; "Corporate Communication" in *Wiley Encyclopedia of EE*; a section on consulting in the *Handbook of Executive Communication*; "Today's Corporate Communication Function" in *Handbook of Corporate Communication and Public Relations*. He has edited a Special Issue of the *Journal of Business Strategy* on "The Role of Business in Public Diplomacy." He is on the Editorial Advisory Board and Associate Editor for North America of *Corporate Communication* (UK) and for ten years was Associate Editor for Corporate and Organizational Communication of the *IEEE Transactions on Professional Communication*. He has presented numerous scholarly papers at international conferences.

Michael is a member of the Arthur W. Page Society; a Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce), London; a Fellow of The Society for Technical Communication. He is VP Eastern Region and Member of the Board of Directors of the Association for Business Communication; as well as International Member of the Academic Board of the Center for International Business Chinese Education at the University of International Business and Economics (Beijing).

He has been a consultant to more than 40 corporations and institutions on corporate communication, managerial communication, problem-solving, new business proposals, change, and corporate culture.

Michael received his Ph.D. and M.A. degrees from the State University of New York at Stony Brook, and his BA from the University of Texas at Austin.



### **Martin D. Hirsch**

VP & Head of Regional Communications, Roche  
F. Hoffmann-La Roche Ltd.

Martin Hirsch is Head of Regional Communications at Roche headquarters in Basel, Switzerland. He joined the company in 1982 as a public relations associate at what was then Roche's North American headquarters in Nutley, New Jersey.

In his 30-year career with the global healthcare leader, his responsibilities have spanned internal and external communications, corporate branding and issues management. In 2001, Marty began an international assignment at Roche, working with global senior management and corporate communications colleagues in Switzerland and the United States to build the company's corporate brand and reputation in America. More recently, his role has expanded to cover the globe. Today Marty and his team are responsible for strengthening the relationship between Roche headquarters and the company's managements and communication staffs around the world; and for providing senior communications counsel to leadership in Basel. In 2013, his team will initiate the Roche Academy of Business Communications, a program aimed at increasing the professional skills of company communicators worldwide and helping the organization's leaders strengthen their ability to engage and inspire employees.

Marty earned his bachelor's and master's degrees in communications and journalism from Temple University and worked in newspaper reporting and financial publishing in Philadelphia and New York before joining Roche.

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**Peter B. Hirsch**  
EVP and Director, Reputation Risk  
Ogilvy Public Relations

Peter Hirsch is Executive Vice President and Director, Reputation Risk at Ogilvy Public Relations Worldwide. He specializes in corporate reputation, crisis and issues management, and corporate digital strategy with more than 25 years of experience in counseling global corporations.

He has counseled clients on a variety of issues, including junk bonds in the 1980s, the savings & loan crisis of the 1990s, and the fall-out from Enron Andersen. He has also worked with foreign governments including the governments of Greece, Colombia and the Philippines.

Previously, Peter was a partner at Porter Novelli where he established the corporate communication practice and served as global practice leader for corporate affairs. Before joining Porter Novelli, he was executive vice president at Edelman Public Relations. At Edelman he was also managing director of Edelman Germany and executive vice president of public affairs. In this capacity, he helped pioneer the specialty of litigation public relations. He has also been principal of his own firm, Peter Hirsch Strategies, LLC.

As adjunct faculty, he teaches courses on a range of corporate communication topics at Baruch College/City University of New York, Columbia University and Fordham University. He has also lectured at Fairleigh Dickinson University and New York University.

Peter is the author of *Corporate Communication: Strategic Adaptation for Global Practice* and *Corporate Communication: Tactical Guidelines for Strategic Practice* with Michael B. Goodman, Ph.D. He has written numerous articles, including "The Ulysses Project," in the *Journal of Business Strategy* and "My Country is Different," in *Corporate Communication, An International Journal (UK)*. He is a member of the advisory board of Corporate Communication International and a member of the Public Relations Society of America.

He is a graduate of Magdalen College, Oxford, with a degree in history and modern languages. He speaks fluent German and French.



**Dick Martin**  
Executive Vice President of Public Relations, Employee Communications and  
Brand Management, AT&T (retired)

Dick Martin was Executive Vice President of Public Relations, Employee Communications and Brand Management for AT&T from 1997 to 2003, capping a 32-year career with the company. In that role he was a member of the company's most senior policy-making group and oversaw all the company's communications programs. He was also chairman of the AT&T Foundation.

Since leaving AT&T, Dick has been writing about marketing and corporate communications. The American Management Association published *Tough Calls – AT&T and the Hard Lessons Learned in the Telecom Wars* in November of 2004. The book received favorable reviews in *Fortune*, *The Financial Times*, *The Wall Street Journal*, *The Boston Globe* and *PR Week*. One reviewer said it was "perhaps the most honest insider's account ever committed to paper."

He is also the author of *Rebuilding Brand America* (AMACOM, 2007) and *Secrets of the Marketing Masters* (AMACOM 2009). His book, *OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World* was published in June 2012. It explores the increasingly fractured quality of our political, social and cultural lives.

He has also written for the *Harvard Business Review*, *BusinessWeek.com*, *The Conference Board Review*, *Chief Executive*, the *Journal of Business Strategy*, and the *PR Encyclopedia*. Pilot Books published the third edition of a previous book, *The Executive's Guide to Handling a Press Interview*, in 1993. Martin is a frequent speaker to business and student groups. He blogs at [www.DickMartinBlogs.com](http://www.DickMartinBlogs.com).

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**Catherine J. Mathis**

Senior Vice President, Marketing & Communications  
Standard & Poor's

Catherine Mathis was named senior vice president of marketing and communications for Standard & Poor's in September 2009. Her responsibilities include global marketing, public relations and employee communications. She is a member of S&P's senior management team.

Previously, Catherine had been senior vice president of corporate communications for The New York Times Company since 2007. Before that, she had been vice president of corporate communications for The New York Times Company since 2000 and director of investor relations since 1997.

From 1992 to 1997, Catherine was vice president of corporate relations at the Overseas Shipholding Group, Inc. where she was responsible for investor relations, media relations, public relations, employee communications and event planning. Previously she held various management positions at International Paper Company.

Catherine serves on the Board of New York Women in Communications and is a past president of the organization. In 2006 she was named Communicator of the Year by the New York chapter of International Association of Business Communicators (IABC). The award is the chapter's highest award, recognizing integrity and excellence in everyday communications or in response to specific crises or challenges. In 2002 the YWCA of New York City selected her as one of its Women Achievers. She graduated with honors from the University of Minnesota with a B.S. degree in business administration and an M.B.A. degree in marketing and management information systems.



**Lori McDonough**

Vice President, Communications  
Prudential Financial, Inc.

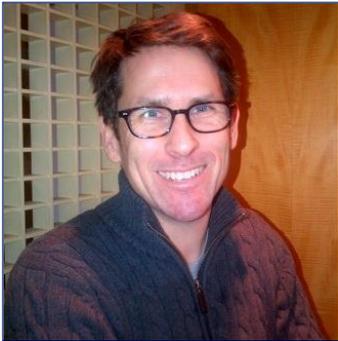
Lori McDonough is vice president, communications, for Prudential Financial in Newark, N.J. In this role, she develops and executes internal communication strategies that support the company's corporate human resources' initiatives. She also oversees media relations activities related to HR policies and programs.

Lori has more than 25 years of experience in corporate communications, including assignments with Panasonic, KPMG, and PricewaterhouseCoopers. Since joining Prudential in 1998, she has directed several large-scale benefits communication campaigns, including the introduction of consumer-directed health programs, and manages communications to build awareness, utilization and engagement of employee programs and services.

In addition to her communications role, Lori serves as the Chief Administrative and Training Officer for the Global Communications department. In this capacity, she manages the department's budget and ad hoc administrative issues. She also identifies training and development needs and partners with internal and external learning professionals to design solutions that broaden the skill sets and capabilities of the corporate communications staff.

Lori received a master's degree in corporate and organizational communications from Fairleigh Dickinson University and a bachelor of arts degree from Montclair State University, both in New Jersey. She is a member of the International Association of Business Communicators, the Communication Leadership Exchange (formerly the Council on Communication Management) and holds a PHR (Professional in Human Resources) certification from the Society of Human Resource Management.

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**Matt Purdue**  
Director of Storytelling  
Peppercomm

Matt Purdue was recently promoted to Director of Storytelling for Peppercomm, one of the communications industry's most-honored mid-size agencies. At Peppercomm, Matt oversees research into clients' audiences, as well as the development of unique and engaging stories that resonate most with these audiences. His current and past clients include Ernst & Young, Whirlpool, Yahoo!, BNY Mellon, Genworth Financial, Ricoh, Lending Tree, Sungard, Unisys and Jazz at Lincoln Center.

Prior to joining Peppercomm, Matt was a consumer and business journalist for nearly two decades. He helped lead the relaunch of *Worth* magazine and *Worth.com*, and founded such media titles as *CRM* and *Mobile Enterprise*. His writing has appeared on a broad array of media platforms, ranging from *Politico.com* and the *Los Angeles Times* to *Outside* magazine and *Wall Street & Technology*. He has written two travel books, and is the recipient of several awards from the American Society of Business Press Editors. He is also the volunteer co-chair and co-founder of the Young Survival Coalition's Tour de Pink charity bicycling events, which raise funds and awareness to help young women battle breast cancer. He was born and raised in Southern California, and now resides in New York City



**Eric Ryan**  
Managing Director, Corporate Communications  
NYSE Euronext

Eric Ryan is a Managing Director in the Corporate Communications division of NYSE Euronext.

He oversees a team managing the internal and external communications of several key NYSE Euronext business units, including NYSE Technologies, NYSE Liffe U.S., U.S. Options and other strategic initiatives. He is responsible for working with all forms of media covering NYSE Euronext's global trading operations, technology services and

corporate announcements.

With 11 years of experience in NYSE Euronext's Corporate Communications unit, Eric has been involved in a number key strategic acquisitions and initiatives, including the New York Stock Exchange's transformative mergers with Archipelago in 2006 and Euronext in 2007 that created the world's first truly global exchange group, NYSE Euronext.

He earned a Bachelor's degree in Communications from Boston College.



**John Santoro**  
Executive Speechwriter  
Pfizer Inc

John Santoro is Pfizer's Executive Speechwriter. In his 23 years with Pfizer, he has served many of the company's leaders as a speechwriter and communications counselor. He was also head of employee communications for the company from 2005 to 2007. Currently, he works most frequently with Pfizer's Chief Medical Officer, Dr. Freda Lewis-Hall, who is the "face of the company" to the general public. In this role, he helps develop communications strategy as well as engaging content, ranging from high-level speeches to opinion leaders to scripts for guest appearances on television shows such as "The Doctors" and "Rachel Ray."

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John began his career in 1975 with the communications consulting firm Brecker & Merryman, where his clients included Merck, Honeywell, Chevron, Ford, Caltex Pacific Indonesia, and the New York City Police Department. In 1990, he joined Warner-Lambert as head of HR communication and then became principal speechwriter for two CEOs there. In 2000, he joined Pfizer with that company's acquisition of Warner-Lambert. He has been widely acknowledged as one of the nation's best corporate speechwriters and has won a number of Cicero Awards for his work.

He is a speaker and writer on corporate communications issues, as well as an Adjunct Professor at Seton Hall University's graduate program in Strategic Communications Leadership.

He holds a BA in Political Science from Dickinson College and a master's degree in Corporate and Public Communications from Seton Hall. He serves as a trustee for The Compassionate Friends Foundation, which addresses the needs of families dealing with the loss of a child, and is on the board of the Paula Rosina Santoro Foundation, which funds research into pediatric Cushing's Syndrome, along with a variety of other charitable endeavors.



### **Rich Teplitsky**

Senior Director, Service Provider Public & Analyst Relations, Parallels & Immediate Past Chair, Technology Section, PRSA

Rich Teplitsky's public relations expertise spans the gamut of the high-tech industry, including telecommunications/service provider and enterprise software and networking, hosted services/applications and service delivery platforms, e-commerce, mobility and network security. He has managed successful programs at start-ups, public corporations and PR agencies alike.

At Parallels ([www.parallels.com](http://www.parallels.com)), the hosting and Cloud services enablement leader, Rich brings his multidisciplinary skill set across the range of communications practice areas, including public/media/industry analyst and investor relations, digital media and social networking, public policy, corporate social responsibility and crisis communications/reputation management. He has also served as media spokesperson at each of his positions, and began his career in news broadcasting/journalism before migrating to technology PR at the dawn of the Internet era.

Prior to joining Parallels in July 2011, Rich served at several well-recognized technology corporations, which included his role as director of communications at Alcatel-Lucent, where his assignments included leading global PR programs for Communications Software, Worldwide Services and the Bell Labs R&D organization. He later served as director of global corporate communications for Monster.com, and was instrumental in promoting Monster's expansion across Europe and Asia, as well as launching its first-ever co-branding alliances with several leading newspaper groups including *The New York Times*. Rich also held similar PR roles at Siemens' Enterasys Networks (formerly Cabletron Systems), and at start-ups Data Translation and GAIN Capital Group, parent of online trading platform FOREX.com.

Rich currently serves as the Immediate Past Chair of the Technology Section of the Public Relations Society of America (PRSA), and is also a current co-chair for the PRSA's Section Council, representing all of the 14 professional interest sections across the entire PRSA membership of over 20,000 professionals worldwide. In these roles, Rich contributes his counsel on a variety of PR and tech industry developments, public policy and other topics that are pertinent to the organization's leadership and membership. He also is a frequent public presenter on the PR, media, business and societal impact being exerted by social media and new technology.

In addition to being an active participant in the PR profession, Rich also donates his time to higher education and charitable causes. He is a contributor and member of the Corporate Communication International think tank at Baruch College-City College of New York (CUNY), and is a former member of the curriculum advisory board for Temple University's Strategic and Organizational Communications department. He recently completed a two-year tenure on the board of directors of Child Advocates of San Antonio (CASA), part of the national CASA network that was founded in Seattle in 1977.

Rich has an MBA in corporate communications from the Silberman College of Business at Fairleigh Dickinson University and a B.A. in communications from Temple University.



**James E. Whaley**  
SVP, Communications & Marketing  
Siemens Corporation

As Sr. Vice President of Communications and Marketing for Siemens Corporation, Jim Whaley is responsible for the strategy, direction and management of this global technology company's corporate communications in the United States. Ranked 30<sup>th</sup> on the Fortune Global 500, Siemens has more than \$22 billion in annual U.S. sales, exports \$2.1 billion from the U.S. and employs over 60,000 employees in all 50 states.

Jim is currently leading the execution of the U.S. Answers Campaign, the largest marketing investment in the company's history. This includes the next phase of the Answers advertising campaign that will run in all major media outlets. It positions Siemens as the leader in environmental and sustainable technologies such as renewable energy, healthcare IT, energy efficient

buildings and Smart Grid.

Jim joined Siemens in 2004 as Vice President of the Siemens Foundation. He became President of the Siemens Foundation in June 2006 and continued to serve in that position until March of 2010 when he became the Foundation's Vice Chairman.

Under his tenure, the Foundation expanded its Siemens Awards for Advanced Placement program to all fifty states, recognizing students, teachers and schools for exceptional achievement in AP math and science courses nationally. The Foundation also launched Siemens Teacher Scholarships in collaboration with the Thurgood Marshall Scholarship Fund and United Negro College Fund. This initiative awards college scholarships to encourage minority students at Historically Black Colleges and Universities to pursue teaching careers in science and math. He also initiated Siemens Science Day, a national program created to captivate young students' interest in math, science and technology.

Previously, Jim served as Director of Communications at the United States Military Academy at West Point. In that position he executed an innovative communications plan in celebration of West Point's 200<sup>th</sup> anniversary. This plan resulted in 24 books, eight network television documentaries, and won the 2003 Public Relations Society of America Award of Excellence and the 2003 PR Week Public Campaign of the Year.

Jim has more than 20 years of management experience that includes integrated marketing, strategic communications, media relations, internal communications, crisis communications, and community relations. He is a graduate of Lock Haven University where he received his undergraduate degree. He completed his MBA at Embry Riddle Aeronautical University. He also attended the Defense Information School (graduate level management), Ft. Meade, MD, and completed the U.S. Army Helicopter Instructor Pilot Course at Fort Rucker, AL. He was a Master Aviator and was awarded the Legion of Merit as well as numerous other awards.

He serves on the boards of the New York American Heart Association, Thurgood Marshall College Fund, The New York Hall of Science and the US Chamber of Commerce's Business Civic Leadership Center.

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**Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore – A CCI Academic Partner – Representation & Coordination**



**Augustine Pang**  
Assistant Professor

Augustine Pang (Ph.D., Missouri, 2006) is an Assistant Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Gus's research interests include crisis management and communication, image management and repair, media management, public relations, and journalism.

Besides contributing book chapters to leading communication textbooks like the *Handbook of Crisis Communication* (2010, Wiley-Blackwell) and *SAGE Handbook of Public Relations* (2010, Sage), his works have appeared in peer-reviewed journals like *Journal of Public Relations Research*, *Corporate Communications: An International Journal*, *Public Relations Review*, *Public Relations Journal*, *Journal of Contingencies and Crisis Management*, *Journal of Communication Management*, *Journal of International Communication*, amongst others.

He is thankful for the top paper awards won at leading international conferences including the Corporate Communications Conference (2009 & 2008); the Association of Educators in Journalism and Mass Communication (AEJMC) conference (2010 & 2007), and the International Public Relations Research Conference (2009, 2005, & 2004). He is the regional editor for *Corporate Communications: An International Journal* and has guest-edited a special issue in *Media Asia* on Public Relations in Asia published November 2009.

### **CCI at Baruch College/CUNY - Leaders Forum Marketing, Coordination & Administration**



**Christina M. Genest**  
Associate Director

Christina (Tina) Genest has served as Associate Director of CCI-Corporate Communication International at Baruch College/CUNY since its founding in 1999. At CCI Tina manages all aspects of center administration, communication, and events coordination including CCI's annual Conference on Corporate Communication, CCI Forums (multi-day professional development programs), symposia, briefings and weekend executive programs. She also supports CCI's research efforts and coordinates its global relationships with members, sponsors, student chapters, advisors and partners.

Tina has enjoyed an extensive career in executive nonprofit roles including New Hampshire Legal Assistance, the YWCA (Manchester, NH), Easter Seals (Manchester, NH) and The Forum for US-Soviet Dialogue (Washington, DC) with whom she served as Executive Director and coordinated annual citizen conferences in the US or the USSR. She also managed Digital Equipment Corporation's New Hampshire community relations activities and corporate contributions program. Tina's professional responsibilities have included executive leadership, in some positions reporting directly to boards of directors; organizational administration and finance, corporate communication, fund development or grant making, and cross-cultural engagement and dialogue.

She has taught undergraduate courses in public relations, administration and management, and Russian history. She has served on voluntary boards of directors and committees of numerous social, civic, healthcare, and professional organizations. Tina sat (elected) on the Morris Plains (N.J.) Board of Education and, as its president, led a successful building bond referendum campaign. In this capacity, she also served on the Morris School District (Morristown, NJ) Board of Education (appointed).

Tina holds a B.A. in History with a concentration in Russian History and Language from Emmanuel College, a Master in International Administration from The Experiment in International Living's School for International

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Training (SIT), a Master in Human Services Administration from Antioch University New England, and an M.A. in Corporate and Organizational Communication from Fairleigh Dickinson University. Tina is also a certified professional coach. Her work, "Cultures, Organizations, and Philanthropy," was published in Corporate Communications: An International Journal, (Vol. 10, No. 4, 2005).



**CORPORATE COMMUNICATION INTERNATIONAL**  
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