

# COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

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## TODAY'S CORPORATE AFFAIRS DIRECTOR, TOMORROW'S CEO?

A look at the emerging route to the top  
through senior corporate affairs roles

[read more...](#)

**Welcome to the January 2017 issue of Communication Directory,**

A new year brings new opportunities. And while communicators and corporate affairs professionals look for a directorship position within their function, a new route has emerged to broader leadership positions through senior roles in corporate, public and media relations.

Our feature article this month explores the seven keys to unlocking the next stage of your communications career and becoming credible contenders for these executive roles.

If communicators wish to step up onto the executive level, an understanding of global business risks is vital. The year's first *Fact & Figures* highlights a report that identifies the leading drivers of business uncertainty in 2017, as seen by global executives.

Elsewhere we bring you the latest personnel changes, job vacancies and events in the realm of Asia-Pacific communications and public affairs.

We wish you all success for this year and, as always, we request you share any feedback you have for us at [info@communication-director.com](mailto:info@communication-director.com) or through our social media channels




## PERSONNEL CHANGES

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### **Vivian Koh joins Four Seasons**

Four Seasons Hotels and Resorts has appointed Vivian Koh as director, public relations and content, Asia Pacific. In the past, she was director of marketing and brand communications Raffles Hotels and Resorts. She has worked with the ... 

# COMMUNICATION \* DIRECTOR

THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

## SAY HELLO TO THE KEY PLAYERS IN ASIA-PACIFIC COMMUNICATIONS

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50,000 leading PR professionals

Contact us:

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### 🇨🇳 [Apple adds former Wall Street Journal editor](#)

Apple has hired a former reporter and columnist for The Wall Street Journal, Wei Gu, to its public relations department in Shanghai, China. Gu's professional history spans 18 years and includes jobs at CNN and Reuters, ... [+](#)



## JOBS

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Citi

### **Senior Vice President, Media Communications, Global Public Affairs**

Location: Hong Kong



Levi Strauss & Co.

### **Director Corporate Affairs**

Location: Singapore



Microsoft

### **Director, Consumer Communications Asia**

Location: Singapore



Thomson Reuters

### **Business Communications Manager, Asia Pacific**

Location: Hong Kong



Expedia

### **Public Relations Manager APAC**

Location: Hong Kong




Wells Fargo

## Communications Consultant


Location: Hong Kong

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The advertisement features a camel's head on the left, wearing an orange rope halter. To the right, the text "Make better hiring choices." is displayed in a bold, black font. Below this, the URL "www.communication-director.com/jobs" is shown. A smartphone is depicted on the right side of the ad, displaying a job listing interface with various details and a profile picture. The background of the ad is a solid pink color.



## Knowledgeable Sherpas

**The seven keys that unlock the next stage of your communications career**

After taking on the challenge of a senior corporate affairs position, what can an Asia-based communications practitioner do next? Many worry that such a job represents the highest rung of their career ladder; that, afterwards, only a succession of similar roles in similar companies awaits. [read more](#)



10.01.2017, Ahmedabad

### [4th International Communication Management Conference](#)

MICA has pioneered an annual conference series on themes and issues pertaining to Communication Management. Launched in 2014 with the theme ... [+](#)



12.01.2017, Singapore

### [APACD Coaching Day Singapore](#)

APACD is happy to announce the upcoming Coaching Day "What's Your Story?" in cooperation with Allison+Partners which will take place ... [+](#)



03.03.2017, Hong Kong

### [Mob-Ex Awards 2017](#)

If you think you are a genius at mobile marketing, then the Mob-Ex Awards 2017 is the show for you. The Mob-Ex Awards 2017 is Hong ... [+](#)



30.03.2017, Sydney

### [The CommsCon Awards](#)

The CommsCon Awards celebrate the importance of leadership and new talent, along with Australasia's best in-house and agency



## FACTS & FIGURES

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### [The drivers of uncertainty in 2017](#)

Global board directors and executives see the overall business landscape as riskier than in previous years. A new report from Protiviti and North Carolina State University's ERM Initiative outlines executive perspectives on the extent certain risks are likely to affect their business in 2017. Economic conditions in domestic and international markets is considered... [read more](#)



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