

# COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

PERSONNEL

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FACTS &  
FIGURES



## GETTING THE MEASURE

How can communicators avoid the five most common measurement mistakes?

[read more...](#)

**Welcome to the March issue of Communication Directory,**

Communicators may have a way with words, but they don't always speak the language of executive management: charts, statistics, and metrics.

From "putting measurement last instead of first" to "confusing measurement with presentation" our feature

article this month outlines the five most common measurement mistakes and how avoiding them could be your ticket to the c-suite.

The March Facts & Figures shows that the lack of endeavour from organisations in creating and managing digital consumer experiences is hurting brands when it comes to online commerce growth in Asia Pacific.

As always Communication Directory showcases the latest events, job vacancies and personnel changes in Asia-Pacific communications. If you have any feedback related to our newsletter, website or magazine please share it with us at [info@communication-director.com](mailto:info@communication-director.com) or through our social media channels.



## PERSONNEL CHANGES

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### ★ Marriott announces communications appointment

Marriott International has announced that Alethea Lam has assumed the position of vice president, communications for Asia Pacific. She is based out of Marriott's Asia Pacific continent office in Hong Kong. In her new role, Lam ... 



### • MetLife hires Christopher Domitter

Former head of pharma communications at Bayer Japan, Christopher Domitter, has joined MetLife as an executive office and vice president, head of



communications in Tokyo. Domitter took up his last position for Bayer Japan in May ... [+](#)

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## COMMUNICATION \* DIRECTOR

THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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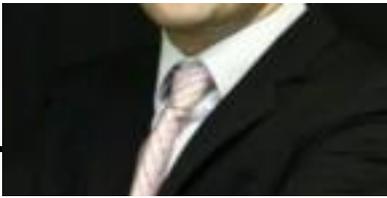
Contact us:

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## [ONE Championship names PR & communications VP](#)

The largest sports media property in Asian history, ONE Championship (ONE),



has just announced the appointment of Loren Mack to vice president of PR and communications. Mack is a graduate of the University of Nevada, Las Vegas, ...



## [InterContinental Sydney appoints Chris Waite](#)

InterContinental Hotels Group (IHG) has announced the appointment of Chris Waite to the role of director of communications, Australasia and Japan. He is responsible for leading the communications function for IHG and its core ... 



### JOBS



Barclays Investment Bank

## [VP Corporate Communications, Asia Pacific](#)

Location: Hong Kong



Facebook

## [Head of Internal Communications, APAC](#)

Location: Singapore

AccorHotel



## Director of Communications

Location: Bangkok



Retail Food Group

## Director of Communications

Location: Brisbane

The Siemens logo, consisting of the word "SIEMENS" in a bold, teal, sans-serif font.

Siemens

## Head of Communications

Location: Hong Kong

The Stripe logo, featuring the word "stripe" in a bold, blue, sans-serif font.

Stripe

## Asia Pacific Communications Lead

Location: Singapore

ADVERTISMENT



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ARTICLE .....



## Getting the measure

Avoiding these five fundamental measurement mistakes will bring you closer to the c-suite

[read more](#)



EVENTS .....



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 professionals. ... [+](#)

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30.03.2017, Singapore

## [The Corporate Affairs Forum 2017](#)

Changing Economic Realities, Changing Societies Now in its seventh year The Corporate Affairs Forum examines leading edge innovation ... [+](#)

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05.04.2017, Singapore

## [Coaching Day with Hong Bao Media](#)

The Asia-Pacific Association of Communication Directors (APACD) will hold a coaching day with Mark Laudi of Hong Bao ... [+](#)

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19.04.2017, Hong Kong

## [The Digital Communications Conference](#)

\*\*Subscribers to Communication Director receive a discounted registration price\*\* The digital world is evolving every second and the ... [+](#)

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## [Asian brands not capitalising on online commerce potential](#)

Organisations in China, Japan and Singapore are facing challenges in maximising returns through online commerce. Though representatives from these organisations expect growth in this area in the next 12 months (China 6.36%, Japan 2.18%, Singapore 3.90%), generally just a small fraction of organisations' budgets are allocated to managing the digital consumer experience [read more](#)



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