

Constance S. Ward

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Global Marketing Communications Executive

Communication Strategy and Leadership • Team Development • Business Acumen

- Issues Management
 - Global Media Relations
 - Messaging Strategy
 - Brand Stewardship
 - Team Building & Leadership
 - Client Relationships
 - Crisis Communications
 - Social Media Programs
 - Internal Communications
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Professional Overview

Thought Leader Zone GmbH, Zurich, Switzerland (2011-present)

Founder of global communications consultancy for reinsurance, pharmaceuticals and water engineering clients

Black & Veatch, Kansas City, Missouri (2006 – 2011)

Global marketing and communications leader for President and CEO of Black & Veatch's Global Water Business; managed team of 10 in U.S., the UK, Europe and Asia Pacific. Developed traditional and online communication channels to build global reputation as thought leader in business and sustainability.

GE Insurance Solutions, Kansas City, Missouri (2003 – 2005)

Global communications leader for CEO of one of three divisions of General Electric's Employers Reinsurance Corporation, renamed GE Insurance Solutions. Led international team and provided strategy for brand steering initiative for internal and external stakeholders.

Zurich Financial Services, Zurich, Switzerland (2001 – 2003)

Head of internal communications and organizational learning; member of executive staff for Zurich Financial Services. Built thought leadership program for senior leaders in firm with 70,000 employees.

Roche Pharmaceuticals, Basel, Switzerland (1997 – 2001)

Head of global competitive intelligence, competitive information and counter-intelligence for F. Hoffmann-La Roche. Advised product teams on marketing strategies to create competitive advantage.

Franklin Quest Consulting, Europe and U.S. (1994 – 1997)

Senior document scientist at Franklin Quest Consulting Group for F. Hoffman-La Roche, Pfizer, Sandoz/Novartis, Glaxo, SKB, Novo Nordisk and Astra AB. Consulted teams on messaging strategies.

Education and Honors

Fulbright Fellowship 1989-1990

M.A. in English-Rhetorical Theory

B.S. in Business and English Education, graduating Summa Cum Laude

Language training in French, Swedish, German, Bulgarian