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Position Specification	Professional Qualification
<ul style="list-style-type: none"> • Has more than a decade of experience in internal and external communications on local and international level 	<ul style="list-style-type: none"> • Moved back to Switzerland and founded a communications agency called Thought Leader Zone, with a 6-month contract working in the CEO office at Swiss Reinsurance in Zurich (10,000 employees) • Was Director of Global Communications for Black & Veatch’s global water business in Kansas City, Missouri, during period of globalization and growth (4,600 employees) • Was Global Internal and External Communications Leader for a division of GE Insurance Solutions in Kansas City, Missouri, during period of rebranding (3,000 employees) • Was Global Head of Organizational Learning and Internal Communications for Zurich Financial Services in Zurich, Switzerland, during period of restructuring (70,000 employees) • Was Global Competitive Intelligence Manager for Roche Pharmaceuticals in Basel, Switzerland, during period of market expansion (60,000 employees)
<ul style="list-style-type: none"> • Shows managerial experience 	<ul style="list-style-type: none"> • Managed a team at Black & Veatch of 10 professional communicators and other consultants in the U.S., the UK, Europe and Asia Pacific • Managed a team at GE Insurance Solutions of 4 professional communicators and other consultants in the U.S., the UK and Europe • Managed a team at Zurich Financial Services of 10 (up to 14 at peak times) professional communicators and consultants tasked with creating awareness and understanding of strategic issues throughout the multi-national company • Managed two team members at Roche, along with a larger team of vendors, technicians and consultants • Managed an elite team of employee ambassadors to improve shareholders’ experience at Zurich Financial Services’ annual general meetings to make them more receptive to crisis messaging • Led the global internal communications group for the international Communications Practice Board at Zurich Financial Services • Created a “CI Champion” team to improve knowledge flow of competitive intelligence at Roche Pharmaceuticals
<ul style="list-style-type: none"> • Has brand and marketing experience 	<ul style="list-style-type: none"> • Has created specific, rigorous plans for employee communications, as well as for media and public relations, throughout communications career • Created communications plans to increase B&V Water’s return on investment for major global conferences • Created brand messaging for B&V Water as part of the brand enhancement project for the parent company Black & Veatch • Served on the Brand Steering Committee for GE Insurance Solutions and trained employees globally who were part of an elite “Brand Ambassador” program for the internal and external brand launch, including organizing a local Brand Launch Day celebration for 750 U.S. employees • Handled the U.S. and European media for the brand launch of GE Insurance Solutions, including press conferences and receptions in New York, Munich and London • Created communications plans to increase GE Insurance Solutions’ return on investment for largest annual trade conference in Monte Carlo • Helped produce the brand manual for the “Z with a Smile” brand redesign at Zurich Financial Services • Created shareholder communication campaigns for Zurich Financial Services’ annual general meetings and extraordinary shareholder meetings • Created a communications warehouse online to serve as a repository for Q&As and key documents in Zurich Financial Services • Managed communications team input into design and content of Zurich Financial Services annual report, along with an innovative supplement “Understanding Zurich” for employees

<ul style="list-style-type: none"> • Has strategic leadership experience 	<ul style="list-style-type: none"> • Has managed department budgets from \$250,000 to \$14 million – may not always have all resources needed but is extremely resourceful Demonstrated success of communications team in B&V Water by measuring ad equivalency that exceeded the team’s budget for salary and expenses for five years • Introduced “evidence-based communications” techniques into Swiss Re, Black & Veatch, GE Insurance Solutions and Zurich Financial Services as a rigorous process to manage messages • Helped write internal and external communications for CEO of Swiss Re • Was the internal and external written voice of the divisional CEO for B&V Water and GE Insurance Solutions • Was the internal written voice for the Chairman/CEO of Zurich Financial Services • Trained teams of scientists in messaging and communications techniques for presenting to health authorities in EU and US • Was a document scientist, consulting for F. Hoffmann-La Roche, Pfizer, Sandoz/Novartis, GlaxoSmithKline, Novo Nordisk, Astra AB, etc. • Conducted and analyzed both quantitative and qualitative research for Radio Free Europe in Eastern Europe and the former Soviet Union for political viewpoints for Congress and other parts of the US government and for market research for commercial clients
<ul style="list-style-type: none"> • Has excellent communications skills 	<ul style="list-style-type: none"> • Established a social media program in B&V Water to support the thought leadership program. Examples include Twitter, Facebook, live conference blogs and microsites, including www.waterdialogue.com, the flagship social media site for B&V Water thought leadership. • Designed and managed a multi-million dollar intranet project for Roche Pharmaceuticals that became a competitive intelligence tool for internal and external knowledge management, using cutting edge Lotus Notes Domino technology available to 30,000 employees at 200 sites • Delivered presentations about Black & Veatch’s progressive global social media strategy in the U.S., UK, Singapore and Switzerland • Delivered approximately a dozen presentations to major conferences in US, EU, UK and Asia, including visiting lectures at the European Center of Pharmaceutical medicine at the University of Basel, Switzerland • Taught university and high school courses in English • Worked on an advocacy campaign in the media to encourage donations to orphanages for the “irrecoverable” children in Romania and Bulgaria after the fall of the Iron Curtain
<ul style="list-style-type: none"> • Can handle multiple tasks simultaneously on strategic and tactical levels 	<ul style="list-style-type: none"> • Created an effective thought leadership program for all B&V Water leaders in the U.S, UK and Asia Pacific • Directed a world-wide simultaneous event for 70,000 employees at Zurich Financial Services to build support for major organizational changes • Served as one of five B&V Water leaders on steering committee for new business model based on building client relationships • Served on the Water Leadership Team at Black & Veatch, one of four women out of 36 members of the extended team • Served on the Brand Steering Committee for GE Insurance Solutions to lead the rollout of the new brand globally • Coordinated internal and external crisis communications plans at B&V Water, GE Insurance Solutions and Zurich Financial Services • Managed Zurich Financial Services’ internal crisis response communications team for the 11 September tragedy, including developing and implementing a revised internal communications plan for a major divestment that had been scheduled to take place on 12 September • Began Swiss career as a productivity specialist for a U.S. company called Franklin Quest, now part of the Stephen Covey group, and honed project management principles and time management practices through that career and continues to apply those valuable skills today

<ul style="list-style-type: none"> • Can work cross-functionally with a variety of levels of stakeholders 	<ul style="list-style-type: none"> • Operated with high level of credibility in order to consult to and work with Chairmen of the Board, Chief Executive Officers, Chief Operating Officers and other members of senior leadership teams in a partnership relationship throughout corporate and consulting careers • Provided value-added services during intensive, influential interventions as an independent consultant in rhetoric and competitive intelligence for clients such as Swiss Re, Shell Oil, Conoco Oil and Akzo Nobel, as well as major pharmaceutical companies in the EU, UK and U.S. • Dealt extensively with trade media in position with Black & Veatch, including conducting a ground-breaking thought leadership series of Media Dialogues on water/wastewater industry topics • Worked with public relations agencies to arrange interviews with mass media (print, online and broadcast) for senior leaders at Black & Veatch • Conducted Rendezvous trade show press conferences and receptions in Monte Carlo for GE Insurance Solutions and handled media relations at other EU and U.S. trade conferences • Worked with academics and trade associations to begin developing the first booklet and seminar in the “Re/insurance for Journalists” series for GE Insurance Solutions with a specific focus on thought leadership in terrorism • Dealt with media during annual general meetings, restructuring, etc., at Zurich Financial Services • Worked as a sub-editor and feature writer for a variety of British and US newspapers, magazines and wire services, in particular <i>The Times</i> and <i>The Sunday Times</i> of London, as well as the <i>Financial Times</i> publication called <i>East European Markets</i>, <i>Boston Globe</i>, <i>San Francisco Chronicle</i>, <i>The Kansas City Star</i> and <i>East European Banker</i> • Worked as an on-air correspondent for Voice of America and as the Bulgarian correspondent for UPI wire service • Published free-lance articles and sections of books
<ul style="list-style-type: none"> • Is comfortable working in a global company 	<ul style="list-style-type: none"> • Has lived abroad and/or worked in a global setting for more than 20 years, with experience working in about 25 countries • Lived and worked in Europe, UK and Eastern Europe for 15 years • Had work assignments in more than 25 countries so has proven experience and success working in a global multicultural environment for rapidly growing organizations • Is a U.S. citizen married to a British citizen, now a naturalized U.S. citizen, so eligible to work in the UK • Has a Swiss “B” Ausweis
<ul style="list-style-type: none"> • Has high-level communications skills with English as a mother tongue 	<ul style="list-style-type: none"> • Speaks English as a native tongue • Received language training in German, French, Swedish and Bulgarian • Writes and edits English pieces with long shelf lives like annual reviews, marketing collateral and periodicals, quarterly and monthly employee publications for global or regional audiences in all communications positions • Writes and edits English pieces with short shelf lives like intranet stories, internet stories, blog entries, etc., in all communications positions • Writes English news releases, news announcements and media advisories on a regular basis in all communications positions
<ul style="list-style-type: none"> • Has a Masters degree 	<ul style="list-style-type: none"> • Earned a Master of Arts in English, with emphasis on rhetorical theory, which has led to success in being able to write persuasively in order to get results • Earned a Bachelor’s Degree in Business and English education • Studied for undergraduate and graduate degrees in the U.S. and completed other language, literature and education courses in Sweden, Ireland and Bulgaria