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Swiss-Based Consulting Experience

Thought Leader Zone GmbH (2011-present)
Communications consultant for reinsurance, pharma and water engineering clients

Swiss Re (October 2011-March 2012)
Cultural change communications consultant for the CEO's Office

U.S.-Based Global Marketing and Communications Experience

Black & Veatch (2006-2011)
Global marketing and communications leader for President and CEO of Black & Veatch's Global Water Business, Kansas City, Missouri

- managing a team of 10 professional communicators and other consultants in the U.S., the UK, Europe and Asia Pacific
- improving strategic communications internally and externally for divisional President and CEO and other senior leaders
- creating a thought leadership program to promote the company brand and leaders that resulted in coverage on CNBC, Bloomberg TV and major mass media publications, as well as trade media coverage
- using innovative social media channels and programs to build the company's global reputation as a world leader in water design, engineering and construction
- working with senior leaders to create messages and then align them within and outside the organization
- managing external relations with trade media globally
- developing strategic company-wide initiatives to build stronger client relationships
- creating networks of client communications teams to better promote the cause of sustainability
- improving the functionality of the intranet site
- creating and implementing specific employee, media and PR communications plans
- preparing subject-matter experts for media interviews, presentations, etc.
- promoting the brand through award applications
- managing advertising campaigns and development of annual review and other marketing collateral for the division
- leading and supporting community, civic and government affairs programs that build the company's brand

GE Insurance Solutions (2003-2005)
Global communications leader for CEO of one of three divisions of General Electric's Employers Reinsurance Corporation, renamed GE Insurance Solutions, Kansas City, Missouri

- managing a team of 4 professional communicators and other consultants in the U.S., the UK and Europe
- improving strategic communications internally and externally for divisional CEO and other senior leaders
- working with senior leaders to create messages and then align them within and outside the organization
- serving on brand steering committee to develop strategic approaches and operational plans for the internal and external launches
- organizing and managing an elite team of 25 brand ambassadors as part of the grassroots efforts to embed the brand within the company
- managing external brand launch activities with UK media
- handling media relations at industry conferences, customer events and press conferences
- improving the functionality of the intranet site
- working with academics and trade associations to develop the first booklet and seminar in the "Re/insurance for Journalists" series with a specific focus on thought leadership in terrorism
- creating and implementing specific employee, media and PR communications plans
- organizing annual senior leadership meeting and staging a Knowledge Fair to share best practices
- formalizing the "sense-respond-disseminate" loop to encourage organizational learning
- preparing subject-matter experts and senior leaders for specific media interviews with trade and mass media
- preparing subject-matter experts and senior leaders for major presentations

European-Based Global Marketing and Communications Experience

Zurich Financial Services (2001-2003)

Head of internal communications and organizational learning; member of executive staff for Zurich Financial Services, Zurich, Switzerland

- managing a team of 10 professional communicators and other consultants tasked with creating an awareness and understanding of strategic issues throughout the multi-national company
- managing a budget of up to \$14 million
- advising senior management, global departments and functions on their communication strategies
- ensuring consistent messages are communicated to the company's 70,000 employees in 60 countries
- assuring alignment of internal messages with external messages given to investors and media
- developing and implementing communications concepts for financial results announcements, as well as shareholders' annual and extraordinary general meetings
- managing crisis communications activities in a period of constant change
- managing the internal change process necessitated by restructuring and re-restructuring of the company
- positioning CEO as a thought leader
- helping to design, edit and publish the annual report, the half-year report, the corporate brochure and supporting documentation
- advising senior executives on internal reputation management
- communicating with clarity a series of divestments, asset swaps and other complex financial transactions
- enabling group-wide and Group Head Office internal communications by innovative uses of electronic media, videos, print publications and events
- developing platforms for sharing and leveraging organizational learning experiences
- creating a communications warehouse online that served as a repository for Q&As and key documents
- explaining complicated financial, insurance and economic issues to employees

Roche Pharmaceuticals (1997-2001)

Head of global competitive intelligence, competitive information and counter-intelligence for F. Hoffmann-La Roche, Basel, Switzerland

- managing two team members and vendors, technicians and consultants
- advising product teams on strategic marketing issues related to the competition
- writing competitive intelligence briefings to guide external agencies
- conducting competitive intelligence investigations for product teams and senior managers
- developing a collection and competitive intelligence tool for internal and external knowledge management, using cutting edge internet and Lotus Notes Domino technology available to 30,000 employees at 200 sites
- validating and analyzing competitive intelligence investigation results
- drafting competitive intelligence reports for senior management and other clients
- preparing product teams for collection/protection activities at scientific congresses
- developing tailored team guidelines for collection/protection of confidential information
- drafting Q&A material for team members to use at scientific congresses
- organizing annual Knowledge Fair exhibitions and concurrent sessions to encourage knowledge-sharing within the company, with approximately 850 attendees
- sponsoring roundtable discussions on knowledge management topics, such as metrics for success, motivation to share, value of intellectual capital, etc.
- training cross-departmental employees in techniques of competitive intelligence in Europe, the US, Canada and Japan
- advising on development of integrity guidelines for ethical business behavior
- establishing regular cross-divisional, cross-functional, cross-site practitioners' meetings of competitive intelligence professionals

Global Consulting Experience

Franklin Quest Consulting (1994-1997)

Senior document scientist at Franklin Quest Consulting Group in Europe and the U.S., working for F. Hoffmann-La Roche, Pfizer, Sandoz/Novartis, Glaxo-Wellcome, SmithKline Beecham, Novo Nordisk, Astra AB

- consulting in the preparation of messages for summary-level regulatory documentation
- assisting product teams in the creation of messaging for patient documentation and training materials
- developing clear argumentation and logic paths for clients' internal presentations
- facilitating collaborative writing activities for teams
- setting up knowledge management processes and practices for use by research, development and marketing teams, including virtual workspaces, knowledge maps, etc.

Thought Leader Zone (1994-present)

Communications consultant for Zurich Financial Services in Switzerland, Akzo Nobel Chemicals in the Netherlands, Shell Exploration and Production in the Netherlands, Conoco Oil in Scotland, George Soros Foundation in Bulgaria and Gilead Sciences in the United States

- consulting in communications and messaging strategies for senior leadership teams
- increasing return on investment for global leadership conferences
- training leaders in legal and ethical methods of gathering competitive intelligence
- delivering lectures on rhetoric and competitive intelligence to industry and educational associations in Europe and the United States
- consulting in the preparation of messages for summary-level regulatory documentation

Global Journalism Experience

Global Media Outlets

Journalist, editor and/or sub-editor for *The Sunday Times* and *The Times* of London; *Financial Times' East European Markets*; *East European Banker*; UPI news wire service; Voice of America Radio in Sofia, Bulgaria; Radio Free Europe/Radio Liberty in Munich, Germany

U.S. Publications

Journalist, editor and/or sub-editor for *The Kansas City Star* and various other business and mass media publications, including articles placed in *Time Magazine*, *Boston Globe* and *San Francisco Chronicle*

Accomplishments

Honors

- Won Fulbright Fellowship 1989-1990
- Delivered dozen international speeches
- Graduated with Summa Cum Laude honors

Education

- Earned M.A. in English–Rhetorical Theory
- Earned B.S. in Business/English Education
- Trained in French, Swedish, German, Bulgarian