

**Grazia Valentino-Boschi**

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Senior international public relations & internal communications practitioner  
Corporate, consumer, IT, B-to-B, financial services, consulting, travel, leisure, social, mobile, digital  
Blue chip agency background: Weber Shandwick, Porter Novelli  
In-house experience at listed companies: Symantec, Yahoo!, Seagate, Cognizant  
Reputation & brand building – issues - mergers & acquisitions – thought leadership

FLUENT ENGLISH, FRENCH, ITALIAN; BUSINESS-LEVEL GERMAN; BASIC SPANISH

**KEY SKILLS & EXPERTISE**

Driving UK & international PR, messaging, positioning, branding, executive communications, issues-led & product campaigns, public affairs, internal communications, corporate reputation, agency management, SEO & social media, including:

- Corporate, financial, consumer, policy, philanthropic, M&A, internal communications and product PR
- Public Policy – EU directives, data retention, GDPR, privacy, data protection, intermediary liability
- Strategy, reinvigoration & implementation of social media channels
- Driving & overseeing activity across EMEA & selected global markets
- Developing & driving internal communications
- Yahoo! Safely – CSR aimed at teenagers, educators and parents
- Executive communications & financial results
- Messaging, talking points, proactive & reactive statements; reputation management
- Crisis planning & communications
- Strategic counsel and tactical implementation
- Women Empowered Steering Committee
- Management & co-ordination of several agencies & countries internationally

**EXPERIENCE – LONDON, PARIS AND INTERNATIONALLY**

**Cognizant –Director PR & corporate communications, UK & Europe**

**Mar 2012 -Feb 2022**

**Global NASDAQ –listed company: major provider of digital transformation, IT & consulting services**

**Achievements:**

- Promoted to director in June 2015
- 90 percent Increase in top tier coverage across UK and Europe
- 100 percent increase in content creation
- 90 percent of coverage obtained proactively
- 85 percent increase in coverage of financial results across Europe
- Established Thought Leadership campaigns across the following industries & subjects (selection):
  - Digital Transformation; digital disruption
  - Banking and Financial Services
  - Social Media, Mobility & Mobile, Cloud, Analytics and Big Data
  - Retail, Sensors & Beacons
  - Consulting Services
  - Broadcasting, Publishing, Media, Entertainment
  - Future of Work
  - Internet of Things
  - Women in IT
  - Robots; automation

**Responsibilities:**

- Corporate, financial, policy, philanthropic, internal communications, thought leadership, M&As
- Strategy, reinvigoration & implementation of social media channels
- Driving & overseeing activity across UK & Europe
- Developing & driving internal communications
- Executive communications, financial results & investor relations
- Messaging, talking points, proactive & reactive statements; reputation management
- Crisis planning & communications; CSR; government relations
- Strategic counsel and tactical implementation
- Women Empowered Steering Committee – head of communications
- Yammer moderator; social media strategy and implementation
- Management & co-ordination of several agencies across EMEA

**Independent consultant - international PR and corporate communications: corporate, consumer, IT and business to business clients & interim roles**

• **Seagate – Head of corporate communications, EMEA (maternity cover)**

**May 11 – Feb 12**

**Achievements:**

- Social media development – strategy and launch of Twitter & Facebook sites; creative planning

**Responsibilities:**

- B2B & B2C audiences; corporate communications; selection/management of agencies

• **Yahoo! – Head of corporate & internal communications, EMEA**

**Sept 10 – Aug 11**

**Achievements:**

- Setting up & driving public policy activity in EMEA
- Establishing Yahoo! as influential voice in Public Policy – EU directives, data retention, eCookie, privacy, data protection, intermediary liability
- Reinvigoration & implementation of social media channels
- Reinvigorated activity in Italy & Spain (hands-on) plus rest of EMEA
- Developing & driving internal communications
- Establishing Yahoo! Safely in Europe – CSR aimed at teenagers, educators and parents
- Creating positioning for EMEA VP for use at Davos
- Selection & hiring of several new staff members

**Responsibilities:**

- Messaging, positioning & branding
  - Messaging, talking points, proactive & reactive statements; reputation management
  - Executive communications & financial results
- Guardian of brand values & corporate positioning
- Corporate, financial, policy, philanthropic, internal communications plus product PR
  - Public Policy – EU directives, data retention, privacy, data protection, intermediary liability
- Message development, story-telling esp. public policy & brand positioning
  - Various audiences: international press, internal staff, executives, industry analysts and clients
  - Government bodies, regulators & NGOs
- Identifying corporate objectives; tailoring communications to match those goals
- Managing virtual team in UK, Spain & Italy including agencies
  - Driving & overseeing activity in Italy & Spain after lay-off of in-house managers
- Identifying new ways to use social media to promote the brand & related products
- Developing & driving internal communications
- Crisis planning & communications

Other clients from May 06 – March 2012:

- **Environmental Investment Organisation** – Messaging & positioning; driving PR globally; not-for-profit
- **LogLogic** - Driving **on-line corporate communications** across EMEA, including **SEO & SEM**
- **LogLogic** - Driving PR activities in France; launch of the company in the French market
- **NetApp** - **Head PR, corporate communications and social media, EMEA**
- **European Parliament** – Strategic communications & social media coach – media & other stakeholders
- **Paratus Communications** – UK-based PR agency – consultant
- **Paris Welcome** - Magazine copy writer

**SYMANTEC (incl. NORTON brand) - Director PR & internal communications, EMEA Mar 04 - Apr 06**

**Corporate, consumer, Government relations, enterprise, channel and mid-market**

**Global NASDAQ-listed company – products & services aimed at consumer & corporate markets**

**Achievements:**

- Top Performer Award 2005
- Developed, delivered and implemented EMEA PR strategy to secure both corporate and consumer product coverage
  - Moved to issues-led campaigns, whilst maintaining quality consumer product coverage - 18million customers globally
  - Raised corporate profile to encourage EMEA-based investors
  - Improved business coverage directly assisted sales in obtaining contracts with FTSE-500 companies
  - Financial/business media coverage rose threefold in key target markets
- Instrumental in repositioning Symantec in EMEA not only as consumer brand but also as viable corporate marquee
- Change management implementation following several high profile acquisitions; established internal communications in EMEA
  - Successful integration of new team members following acquisitions
  - Established and undertook senior-level media training to ensure consistency of messaging & delivery of content
  - Generated broader & more favourable M&A coverage in leading business & trade titles in EMEA than in the US
  - Successful integration of PR activity of acquired companies into overall programme
- Evolved and implemented successful media programmes to maintain quality coverage while identifying creative ways to engage business and broadcast media and assist in government relations activity, based on issues:
  - Wireless security/ Data retention/ Story behind the Box (changing negative to positive consumer media ink)
- Led consolidation of incumbent PR agencies following mergers to ensure best agencies retained and new agencies brought on board as necessary; maintained appropriate budget levels
- Developed programmes to focus less on product PR & more on business solutions, customer stories, thought leadership and opinion pieces

**Responsibilities:**

- Directed region covering 40+ countries, with an in-house team of 21, over 25 PR agencies and an annual budget nearing \$5 million
- Set up and led internal communications in EMEA; change management implementation; M&A staff integration
- Drove all corporate activity throughout EMEA: acquisitions, earnings (SOX), CEO/CxO visits and crisis management
- Positioned EMEA in line with corporate objectives as well as generating real excitement for products and services
- Architected and executed EMEA-wide communications and PR programmes
- Maintaining positive consumer product awareness whilst raising corporate profile to encourage investors and FTSE-500 clients
- Planned and drove communications activities to support dedicated Government Relations activities, based on issues
- Drove PR excellence through direction, training and counsel of the PR team and spokespeople
- Expanded executive coverage: personality campaigns, corporate culture media engagements, & CEO/senior executive speaking opportunities on a variety of government and business topics to align Symantec leaders with other Silicon Valley luminaries
- Drove EMEA communications during mergers/acquisitions in 2004/2005 in line with Sarbanes-Oxley & SEC rules
- Communications lead on the European management board and European Operations Committee

**Really Global Communications – Senior Partner****Nov 00 - Mar 04**

- Responsible for working on a variety of new accounts won independently & in conjunction with Biss Lancaster (UK)
- Undertook pan-European media relations for a new web-based news service being launched via EU funding
- Strategic planning, implementation & reporting of a perception audit for Avnet to understand its European market position & subsequent branding & communications
- Drafting of European company presentations – external & internal audiences – & press releases
- Creation of Avnet's key messages for use with all audiences. Drove client to identify true competitive USPs
- Strategic advice and input on Avnet's European marketing plan
- Planned ArKaos's European and US communications' rollout
- Interim board director and lead on sourcing and acquiring new business for Euro RSCG Biss Lancaster
- Presentation training for senior management at Alcatel
- Strategic input into pan-European relaunch of Time International Magazine
- Working with the Centre Pilates in Paris to create awareness of Pilates in this new market

**Porter Novelli (formerly Copithorne & Bellows) – Managing Director - France & Spain  
Part of Omnicom (NYSE: OMC), the world's largest marketing services company****Jul 98 - Nov 00****Achievements:**

- Developed business to meet projected French revenues for the year 1999 of \$2.5m for France by:
  - proactive marketing to create awareness of the C&B offering
  - organically growing existing business and servicing business from the US sister offices
  - maintaining financial balance and keeping down costs
- Formalised HR process in Europe, instigated the creation of employee training programme
- Introduced more quality-orientated ways of working, successfully bringing creative communications methods to the French market

**Responsibilities:**

- Responsible for all areas of French business, including strategic development of the agency in France, new business, HR, IT and general marketing. Direct, hands-on responsibility for key European and global accounts
- Oversaw the day-to-day running of the Paris-based European headquarters, an office in Grenoble and an implant in Spain – 28 people in total
- Management of a team of five in the UK on one key global account

**Weber Shandwick Worldwide (WSW) - Account Director - LONDON, UK****Feb 96 - Jul 98****International communications agency, corporate, business-to-business, consumer and IT clients****Achievements:**

- Grew value of accounts from £200,000 to £500,000 through organic growth and new business
- Helped grow the company from eight people in 1996 to 25 in 1998
- Directly responsible for helping grow Adaptec's networking business across Europe due to quality PR
- Headed PR campaign to launch vCard into Europe in 1996/1997

**Other companies worked for in-house:**

Kinross &amp; Render - Account Manager

Citibank – International marketing manager

First Public Relations – Senior account executive (from account executive)

Hyatt Hotels – International reservations agent

### QUALIFICATIONS

BA, University of Hull (UK). French with German and Politics; Certificate and Diploma of the Chartered Institute of Marketing; RSA Exercise to Music

#### Industry sectors and selection of agency clients

<b>Business-to-Business</b>	<b>Consumer - leisure, lifestyle, travel &amp; misc</b>	<b>Consumer technology, telecoms &amp; multimedia</b>	<b>Multimedia &amp; broadcast</b>	<b>Hi-Tech and Telecoms (both B2B &amp; B2C)</b>	<b>Corporate</b>	<b>Financial services</b>
Federation of Small Businesses	Hyatt Hotels	BBC World Service	BBC World Service	HP	Agfa	Barclays Commercial Services
Confederation of British Glass Industries	Lunn Poly	Nortel Networks	Internet Content Rating Assoc.	Nortel Networks	Barclays Commercial Services	Company Barclaycard
Iggesund Paperboard	Trusthouse Forte /Distinctive Restaurants	Agfa	ArKaos	Hughes Network Systems	Company Barclaycard	Company Barclaycard Purchasing Card
Olivetti - Finance - Govt Workflow - Retail - CSG	Wheeler's	Adaptec (Roxio)	Time Intl	Agfa	Company Barclaycard Purchasing Card	
Thurrock Borough Council	State of New York	McAfee		IBM	Corus	
Corus	Hawaii Visitors' Bureau	Dell		Lucent	Nortel Networks	
ICL Consultancy	Tourism Authority of Thailand	HP		Siemens	CBIS	
Perot Systems	Hotel Sofitel Intl	Internet Content Rating Association		Apple	HP	
LogLogic	Forza Fitness	Esubstance		Cincinnati Bell	Olivetti	
	THAI Airways	Yahoo!		Adaptec	McAfee	
	Crazy Larry's Nightclub			NetApp	Hughes Network Systems	
	Mount Charlotte/ Thistle Hotels			Esubstance	Avnet	
	Highlife Value Breaks			McAfee	Perot Systems	
	Khun Akorn Thai Restaurant			Dell	ICL Consultancy	
	Three Cities in California			Ittron	Adaptec	
				Fluke	Thurrock Borough Council	
				Avnet	ArKaos	