

Reputation Management Research 2010

Interviewees

The following companies and leaders participated in Hesleden's 2010 research:

3M*	CEO	Technology	US
Anglo American/Smiths Group*	Chairman of the Audit Committees	Mining/Engineering	UK
Astra Zeneca	VP, Corporate Affairs Head of CA Strategy, Brand & Corporate Responsibility	Pharmaceuticals	UK UK
BAE Systems	President & CEO BAE Systems, Inc Group General Counsel Group Communications Director SVP Corporate Communications, BAE Systems, Inc VP for Digital Media Strategy VP Employee Engagement Head of Communications, Strategic and Digital	Defence, Aerospace	US UK UK US US US UK
Balfour Beatty*	CEO Chairman	Infrastructure	UK UK
Barclays	Group Chairman* Corporate Affairs Director Associate Director, Digital Communications Managing Director, Corporate & Group Centre Communications	Financial Services	UK UK UK UK
BBC	Head of Digital Communications	Media	UK
BG	Group Executive VP, Policy & Corporate Affairs	Energy	UK
Blackstone	Managing Director, Public Affairs VP Public Affairs	Financial Services	US US
Boeing	Communications Director	Aerospace/Defence	US
BT	Group Director of Communications Head of Communications Services	Telecoms	UK UK
Camelot	Director of Corporate Affairs Head of Propriety	National Lottery	UK UK

Capital One	SVP, Corporate Affairs	Financial Services	US
CB&I*	President and CEO	Infrastructure (Energy)	US
Deutsche Bank*	Member of the Management Board and Group Executive Committee	Financial Services	DE
Diageo	Director of Communications	Consumer (Drinks)	UK
	Corporate Relations Director		UK
	CRD Europe		UK
	President, Diageo International		UK
	Head of Corporate Broadcast & Digital Media		UK
FedEx	Corporate VP, Worldwide Corporate Communications & IR	Logistics	US
	EVP, Strategic Planning & Communications		US
Freshfields Bruckhaus Deringer	Head of Communications	Prof. Services (Law)	UK
Humana Inc.*	Chairman of the Board, CEO	Health Insurance	US
Hydro*	Independent Advisor, Board Member	Industry (Aluminium)	NO
Johnson & Johnson	Corporate VP of Public Affairs and Corporate Communications	Healthcare	US
Kingfisher*	Chairman	Retail	FR
Korn Ferry/International*	CEO	Professional Services	UK
Lagardère SCA*	Chairman	TMT	FR
	Co-Managing Partner		FR
Legal & General*	Chairman	Financial Services	UK
Marks & Spencer	Director of Communications & Investor Relations	Retail	UK
MasterCard	Chairman*	Financial Services	UK
McDonalds	VP, Corporate Relations (Europe)	Retail	UK
National Grid	CEO*	Energy	UK
	Corporate Affairs Director		UK
	Head of Digital Communications & Web Governance		UK
Nationwide	CEO	Financial Services	UK
	Group Finance Director		UK
	Divisional Director, Corporate Affairs		UK
Nestle*	Chairman of the Board	Healthcare/Nutrition	CH
Norske Skog*	Chairman of the Board	Pulp & Paper	NO
Novartis*	CEO	Pharmaceutical	CH
O2	Managing Director, Head of Communications	Telecoms	UK
	Head of Social Media		UK
Owens Corning*	Chairman and CEO	Industry	US

Oxfam	Director of Communications	Charity	UK
P&G	Director, Corporate Communications	Personal Care	US
Pfizer	Vice President of Communications (Worldwide Biopharma. Businesses)	Pharmaceutical	US
	Vice President, Corporate Responsibility		US
	Senior Director, Reputation & Policy Communications		US
	Director, Corporate Brand and Reputation		US
	Director – Corporate Digital Communications Strategy		US
ProSieben SAT 1 AG*	General Counsel	TMT (Television)	DE
Reed Elsevier	Chief Risk Officer	Publishing/Information	UK
	Director of Corporate Communications		UK
	Chief Strategy Officer		UK
Rockwell Automation	General Counsel	Power, Control, Information	US
	SVP, Global Sales & Marketing		US
	SVP, Operations and Engineering Services		US
	VP, Global Marketing		US
	Chief Financial Officer		US
Standard Chartered	Group Head of Corporate Affairs	Financial Services	UK
	Head of Online Communications		UK
Symantec	Vice President, Corporate Communications	Software	US
Syngenta	Head, Global Public and Government Affairs	Agri-business	CH
	Head, Internal Communications		CH
	Head of Issue Management & Crisis Communications		CH
Telenor*	Chairman	Telecommunications	NO
Tenet Health*	President and CEO	Professional Services	US
UBS*	Board Member, Chairman of Risk Committee	Financial Services	CH
US Steel*	Chairman and CEO	Industry	US
Vodafone	Group Communications Director	Telecoms	UK
Whitbread	Communications Director	Hotels, Restaurants	UK
Willis	SVP, Group Communications & Marketing	Financial Services	US
Yara*	Chairman	Agri-business	NO
Zurich Financial Services Ltd	Global Head of Corporate Communications	Financial Services	CH

*Those marked * were interviewed as part of the Board Risk research undertaken in partnership with Korn/Ferry*

The following companies were interviewed for a study on Third Party Reputation Data & Intelligence Providers:

Alva	Founder & CEO	UK
Echo	Group Chief Executive Knowledge Director	UK UK
Evolve24	CEO and Founder	US
Gatehouse Partners	Managing Director	UK
Intelligence Technologies	Managing Director	UK
Kantar Media	COO	UK
KD Paine	Founder & CEO	US
Maplecroft	CEO	UK
MeaningMine	Senior Analyst	US
Radian 6	Director of Product Management	US
Reputation Institute	Managing Director	UK