



## LAURENCE DE GOBERT

Communications Expert  
Journalist & Trainer

### 2010 - FREELANCE COMMUNICATIONS CONSULTANT

*NautaDutilh is an international law firm practising Dutch, Belgian and Luxembourg law. They have offices in Amsterdam, Rotterdam, Brussels and Luxembourg, as well as in London and New York.*

#### **Head of Business, Marketing and Communications** (via Hudson Solutions - end of mission : 31st January)

- Supervising a team of 3 Communications & PR Officers.
- Internal & external communications : marketing & comms strategy, press releases, press conferences, project management, event organisation, PR & lobbying.
- Social media content development : LinkedIn, Facebook, Instagram, Twitter, Google+, website, intranet, etc.
- Business development, client pitches
- Soft skills coaching : presentations & public speaking ; written, verbal & non-verbal communication.
- English & French language training, proofreading, speech & creative writing.

### 2008 - 2009 GSK - GLOBAL COMMUNICATIONS MANAGER

*GSK science-led global healthcare company. It researches and develops a broad range of innovative products in three primary areas of Pharmaceuticals, Vaccines and Consumer Healthcare.*

#### **Communication Business Partner to Heads of businesses :**

- Implementing Corporate Communications guidelines
- Proofreading & copy editing all internal comms
- Design, Image branding & agency briefs
- Debate, interviews & internal events organisation

2006 - 2008 Maternity break.

### 2005 BRAMBLES INDUSTRIAL SERVICES - PR & COMMUNICATIONS MANAGER

*Brambles is a supply-chain logistics company operating in more than 60 countries, primarily through the CHEP and IFCO brands.*

- Internal communications EMEA (newsletters, CEO Communications)
- External communications Belgium (website, press releases, publications)
- Crisis management Europe (writing & implementing BIS group procedures)
- Brochure & marketing materials (design & content development)

### 2003 - 2005 FISCAIR/OPSERVE - PR & COMMUNICATION CONSULTANT

*Fiscair now Opserve is a family consultancy firm active in the Defense sector representing several clients such as Airbus, Embraer, Dassault, Sagem.*

- PR, Lobbying & press conference organisation
- Tender & proposal writing
- Contract submissions
- Le Bourget & Farnborough booths & onsite presence

### 2002 - 2003 FRIENDS OF EUROPE - PROJECT MANAGER

*Friends of Europe, a part of Europe's World Group, is a leading think-tank that aims to stimulate new thinking on global and European issues.*

- Design, planning & organisation of a series of pan-European debates on the future of Europe.
- Project Management from A to Z, PR & Communications
- Fundraising (personally raised 300.000,-€).

2002 Year off in the South of France

### **2001 IBM UK HQ - HR COMMUNICATIONS SPECIALIST**

*IBM is an American multinational technology and consulting corporation. It is the second largest U.S. firm in terms of number of employees (435,000 worldwide), the 4th largest in terms of market capitalisation, the 9th most profitable company in the world.*

In charge of HR Comms for EMEA :

- Design , planning & roll-out of new HR Communication campaign
- Drafting all HR Vice-President internal communications

### **1998 - 2000 IBM BELGIUM - EDUCATION SPECIALIST**

Organising International technical conferences throughout Europe, as well as IT Communication tool to a variety of internal audiences; this involved :

- Project Management from A to Z, from enrolments to delivery.
- Managing budget, speakers, content & publications
- On-site staff coordination
- KPI's & feed-back process

### **1997 - 1998 ABBOTT LABORATORIES - HR ASSISTANT**

*Abbott Laboratories is an American pharmaceuticals and health care products company. It has 72,000 employees and operates in over 130 countries which makes it a key player in the pharma industry (total revenue in 2014 : \$ 20.247 billion).*

Assisting HR position : payroll, recruitment & selection, performance appraisals.

STUDENT JOBS : IBM, GSK, UCL (receptionist, hostess & data entry)

## EDUCATION

**1997 – 1999 Master of Sc. in Human Resources Management** (licence spéciale/DESS), Institut de Commerce Saint Louis - ICHEC, Brussels.

*Thesis subject : Mergers and Acquisitions in the Glass Industry - case study : the Glaverbel Group.*

**1995 – 1997 Master of Arts in Literature and Drama Studies** (licence /maîtrise), Centre d'Etudes Théâtrales, Faculté de Philosophie et Lettres, Université Catholique de Louvain.

*Thesis subject : Natural and supernatural powers in William Shakespeare's Tempest.*

**1993 - 1995 Bachelor of Arts in English Linguistics and Literature** (candidatures/DEUG), Faculté de Philosophie et Lettres, Université Catholique de Louvain, Belgium.

## LANGUAGES

French	:	Native	Spanish	:	Intermediate
English	:	Native	Dutch	:	Intermediate
Italian	:	Fluent	Portuguese	:	Basic

