



## Cly Wallace Aramian

### Strategic Communications & Public Affairs

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## PROFILE

- 25 years' experience in international public affairs and corporate communications, specializing in sustainability.
- Strong strategic orientation and understanding of the international public policy and stakeholder environment.
- Exceptional ability to develop and articulate clear and effective communications strategies and materials, synthesizing diverse input from across an organization.
- Background in cultural heritage issues and special interest in how business and cultural institutions can foster intercultural dialogue and understanding.

## PROFESSIONAL HISTORY

### Strategic Communications & Public Affairs Consultant: 2000-present

Freelance consultant to clients in private and non-profit sectors

#### 2014-17 International Federation of Red Cross and Red Crescent Societies (IFRC)

- Developed partnership strategy to attract multi-sector support for new Global First Aid Reference Centre.
- Conducted analysis of IFRC-Zurich Insurance global partnership on community flood resilience, to gain insights to help strengthen this and other IFRC corporate partnerships.
- Preparation of membership recruitment strategy for the IFRC Global Road Safety Partnership.

#### 2000-14 The Coca-Cola Company and System

- **International stakeholder relations:** (2010-14) Helped establish and served as Executive Director for Global Partnership between Coca-Cola and the International Federation of Red Cross and Red Crescent Societies (IFRC), aimed at enhancing collaboration between the partners in countries around the world. Prepared *Joint Global Guidelines on Disaster Preparedness Collaboration*.
- **Sustainability strategy & communications:** Conducted the company's first-ever in-depth study of CSR activities across **Europe** (2000), benchmarking against industry practice and introducing latest concepts of CSR – became model for Company internationally. Later conducted similar studies in **Africa** and in the **Middle East**, helping to re-focus future CSR strategies. Prepared 2004 Coca-Cola Company global **Environment Report** and **Citizenship Report**, its first integrated non-financial report, assessing practices against external (Global Reporting Initiative) standards.
- **Financial Reporting:** Prepared **Annual Reports** (2009-11) of the Coca-Cola Hellenic Bottling Company, one of world's largest Coca-Cola bottlers.
- **Business communications:** On-going strategic communications support for the global Coca-Cola system: business unit communications plans, embedding sustainability into business processes, communicating company initiatives on health & nutrition, environment & water.

**2011 Ecolab Inc.:** Helped corporate and European management successfully communicate major business transformation project to European business leadership.

**2009-10 United Nations Alliance of Civilizations:** Authored pioneering report jointly published with UN Global Compact, *Doing Business in a Multicultural World*, on the role of business in promoting intercultural dialogue and understanding. Helped build Global Business Coalition on Intercultural Cooperation.

**2007-08 AREVA Worldwide:** Developed a series of strategic, stakeholder-based business communications plans on nuclear power issues for key markets internationally, reflecting evolving energy policy environment.

**2002 World Travel & Tourism Council (WTTC):** *Association of chief executives of world's 100 foremost travel and tourism companies.* Wrote WTTC report on 'Corporate Social Leadership in Travel & Tourism', its first publication on this subject.

**2001 Prince of Wales International Business Leaders Forum:** Senior Project Advisor  
*Leading organization promoting responsible business practices internationally.* Conducted successful drive to recruit new members to the International Hotels Environment Initiative (IHEI) and expand sustainable tourism agenda, working closely with world's leading hotel groups.

### The Coca-Cola Company: 1991-2000

#### 1998-2000 Director of Communications, Philippines Division, Manila

*In 6<sup>th</sup> largest Coca-Cola market worldwide, headed the communications function with responsibility for: media relations, brand publicity, regulatory issues, crisis management and philanthropy.*

Managed team of local PR professionals, embedded business-aligned approach to communications. Defeated proposals for soft drink excise tax, set up crisis management and employee communications programs. Trustee, Coca-Cola Foundation Philippines (\$1M+ budget).

**1991-1997 Corporate External Affairs Manager: European Community Group (1991-92); Greater Europe Group (1992-96); Middle & Far East Group (1997), Atlanta**

*Based at corporate HQ, responsible for providing guidance and coordination for company communications in more than 100 countries in Europe and Asia, supporting local and global business objectives in liaison with EA teams and senior management. Frequent travel to individual markets.*

Key Achievements:

- Obtained widespread positive publicity for re-entry into markets of Central and Eastern Europe, Russia, India and Middle East in 1990s, contributing to rise in corporate share value.
- Managed integrated communications campaigns (media, employees, regulatory authorities, investors) for the acquisition or sale of bottler operations in Europe, Australia and Philippines.
- Negotiated and launched pioneering company sponsorship of State Hermitage Museum, funding renovation of museum's icon restoration laboratory.
- Worked with leading university on study documenting the economic impact of the Coca-Cola business on emerging economies of central & eastern Europe. First such study on Coca-Cola; cited by World Bank and UN as model for understanding role of business in development.

**The United States Council for International Business: 1984-91**

Based in New York, with a membership of 250 leading US corporations, USCIB represents business views on international economic policy to US government and intergovernmental organizations: UN, WTO, OECD, ILO and EU.

**1984-91 Director, European Community Affairs**

Played central role in increasing US business awareness of EC institutions and policies, following launch of Internal Market programme. Set up and led corporate committee to monitor and represent US business views on EC draft legislation; authored popular business publications on EC institutions.

**1987-91 Director, Investment Affairs**

Helped develop multilateral instruments encouraging international investment flows: World Bank Multilateral Investment Guarantee Agency, US Bilateral Investment Treaties, OECD Multilateral Investment Guidelines.

**European Community, Brussels/Strasbourg: 1981-82**

**1981 Intern, European Parliament:** Conducted research on draft EU company law.

**1982 Intern, European Commission/External Relations DG:** Studied Nordic public procurement policies for conformity with EFTA agreements.

## EDUCATION

**2002-03 Institute of Archaeology, University College London**

MA, CULTURAL HERITAGE STUDIES: *The program provides heritage professionals with an understanding of the theoretical, policy and management issues facing practitioners.* Including: Cultural heritage theory, Archaeological site management, Museum and site interpretation, International trade in antiquities. Dissertation: Private sector support for cultural heritage conservation. Internship: World Monuments Fund, Paris: Research on opportunities for expanded involvement in Africa.

**1980-83 Fletcher School of Law and Diplomacy, Boston**

MA, LAW and DIPLOMACY. *Fletcher is the leading graduate school of international affairs in the United States, preparing public and private sector professionals from around the world for leadership positions in the international arena.* Areas of focus: International law and organisations, International trade and finance, European studies. Thesis: Evolution of European Community institutions.

**1976-1980 University of Washington, Seattle**  
BA, Political Science

**1983 Goethe Institut, Munich:** German language

**1979 Université d'Avignon:** French language and history

## PERSONAL DETAILS

- **Born:** San Francisco, CA USA
- **Languages:** French, conversational German
- **Memberships:** Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA)
- **Personal interest:** Heritage preservation, Scuba diving, Barbershop singing