

Kevin Horsley

Corporate & Marketing Communications Expert

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A multi-award winning global communications expert with a holistic approach, employing a diverse range of communications disciplines. Skilled in corporate communications (internal and external), PR, social and digital communications, marketing communications, media relations, crises/issues management and change management. A firm grasp of corporate messaging and branding in a global digital environment and exceptional writing, editing, and social media skills, Proven track record of presenting business concepts in an organized and persuasive manner. Deadline-driven and highly-motivated.

EXPERIENCE

Novartis
2017 – 2018

Director, Global External Communications

I performed the role of operations director and orchestrated many of the team's major campaigns, with direct exposure to the most senior executives, creating communications collateral and providing counseling.

Included comms planning for the quarterly and annual financial results; supporting the launches of new therapies, including the Car T cell therapy Kymriah, and company acquisitions such as AveXis. Also, working on the original communications plan for the Alcon eye-division's IPO.

Manned the 24/7 media duty roster and regularly acted as a company spokesperson.

Designed and delivered a new media landing page for the Novartis.com website and re-designed the on-line media library. Created an attractive user-friendly web-style SharePoint site and also various infographics and info sheets.

Novartis IT
2013 – 2016

Senior Communications Manager

Enterprise Architecture was a little-known but vital function within the company, responsible for the governance of all IT systems. My role was to raise its profile and explain its purpose and goals.

Achievements included the creation a new web-styled SharePoint communications site that I regularly updated, a monthly newsletter, managing townhall meetings, and the creation of a Yammer community of enterprise architects collaborating on issues of mutual interest and value.

Syngenta
2012-2013

Senior PR and Marketing Consultant

Created the communications plan for the launch of a new intranet "mySyngenta". Steered the creation and delivery for all of the promotional material used globally and translated into 11 languages. Co-created the user interface for the content management system, focusing on user-friendly functionality.

Gibbs & Soell
2010-2012

Vice President and Managing Director (Zurich)

Spearheaded the European operations of New York based B2B marketing communications company Gibbs and Soell Business Communication. Ran their Zurich office for over two years and returned them to profit in the first year. Responsible for business development, client management, creative campaign planning and staff development. Clients included the former Novartis Animal Health Division, Dow Chemicals and Syngenta.

Won a European Award for Excellence in Marketing Communications and a nomination for a similar European award on behalf of Dow.

Clariant
2008-2009

Senior Communications Manager

Created and implemented a communications plan around a Lean Sigma continuous improvement program. Wrote articles for the in-house magazine and copy-wrote for external promotional brochures.

Roche
2005-2008

Senior Communications Manager

Planned and launched innovative, creative and effective communications campaigns around a pan-European business transformation program called "Project Forward". The purpose was to unite key stakeholders and impacted functions around the goals and objectives of the program, to gain their understanding and trust and to steer the communications through the change management process. Analysis showed a dramatic shift in opinion over the lifetime of the project from largely negative sentiment to mainly positive endorsement.

eatsleepthink
1999-2005

PR & Marketing Director

Co-partner in a PR and B2B marketing company based in Stamford, UK. Clients included F1 racing team Jordan, motor company Audi, global IT companies IBM and RAND Worldwide, newsagents W H Smith, LivingWell health clubs and various others.

Perkins Engines
1996-1999

Communications Manager – Corporate and the markets in the Americas, India and world-wide defense sector

Developed and implemented a major strategy to re-establish the Perkins Engines brand name in North and Latin America after an absence of 20 years. Created an off-the-shelf PR and advertising toolkit for a network of master distributors to promote the products. Worked with trade magazines to profile Perkins' products.

I was then assigned to Caterpillar in Illinois to manage the communications

around the take-over of Perkins. I was able to convince Caterpillar to keep the historic and prestigious name Perkins and to this day it is the only division of Caterpillar with its own independent brand.

Eastern Electricity

1993-1996

Corporate Communications Manager

Head-hunted to devise and execute a multi-media campaign to raise the profile of the Ipswich-based energy company in preparation for an IPO and post-privatization period.

Served as the primary point of contact with the media, often including personally fronting TV and radio interviews. Managed many difficult news situations, such as 11,000 job redundancies, a "Fat Cat Love Rat" scandal involving the CEO, a pension fund asset strip, and the subsequent purchase of Eastern by UK/US conglomerate Hanson.

Welsh Water 1988-1993

Corporate Communications Manager

Established a 30+ communications team from scratch and led all communication in the run-up to privatization. Liaised with UK government officials in the preparation of the public sale information.

Managed a crisis situation following the discovery of anthrax at a waste treatment plant.

Edited the in-house magazine and TV-style quarterly video for which I received a number of editing awards.

Journalist 1976-1988

Worked for many of the UK's top regional and national newspapers

Interviewed former US President Jimmy Carter, activist Martin Luther King III (son of Martin Luther King Jr), actor Anthony Hopkins and actresses Elizabeth Taylor and Catherine Zeta-Jones, and singers Tom Jones and Bonnie Tyler. Also, I was first to break the news of "operation Seal Bay" and the police discovery of a major international drug smuggling operation off the coast of Wales.

EDUCATION

**Journalism
studies**
1980 – 1981

South Glamorgan Institute, part of the University of Wales, Cardiff

Passed: Journalism Law parts I & II, and Local and Central Government Administration.

AWARDS

Gold Winner Galaxy Awards for Outstanding Achievement in Marketing.

Nominated for a European Award for Excellence.

PR Week: "Best in-house PR Team" Eastern Electricity.

British Association of Industrial Editors: - Award for Excellence – video news. Class Winner – video news. Certificate of Merit – corporate video.
