



International Association of Business Communicators

FOR IMMEDIATE RELEASE

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Global Communication Association IABC announces incoming directors and officers for its 2016-17 International Executive Board

(SAN FRANCISCO) April 18, 2016 -- The International Association of Business Communicators (IABC) has announced its slate of incoming directors and officers for the 2016-17 International Executive Board (IEB).

IABC draws from the best in the communication field to educate, inform and inspire new communication ideas and strategies. As the governing body of IABC, the [International Executive Board](#) leads the organization in its mission to set the global standard of excellence for business communication. The 2016-17 board members come from nine countries in four continents, underlining the cultural and professional diversity of IABC and the IEB.

“Challenging times call for people who step up knowing the challenge at hand. Women and men who are collaborative, accessible, open and professional. Strategic advisors who bring leadership, global perspective and business acumen. Leaders who focus on insights and results,” said Michael Ambjom, current IABC Chairman.

“That’s what makes for a great board. It is with pride, humility and deep thanks that the outgoing board will hand the baton to Dianne Chase and her incoming board this June. A board that is set to continue to draw on that skill set – and continue to deliver on the 2014-17 strategy. A particularly exciting part of that will be the work to explore where IABC needs to be in 2020.”

The IEB selection process follows a rigorous, competency-based selection approach emphasizing leadership, problem-solving, global perspective, strategic thinking and business acumen.

IABC will ratify the slate at its 2016 Annual General meeting Saturday, June 4, 2016 during the IABC Word Conference in New Orleans.

The incoming Chair for the 2016-17 IEB is Dianne Chase of Charlotte, North Carolina, USA. Returning directors are Claudia Vaccarone, Ron Fuchs APR, Alain Legault, Shannon Frederick ABC and Olivia Gadd.

The 2016-17 slate for ratification is:

Vice Chair (automatic succession to 2017-18 chair)
Sharon Hunter; Montreal, Québec, Canada

Secretary/Treasurer (one-year term)
Ginger Homan, ABC; Tulsa, Oklahoma, USA

Director (three-year term)
Zora Artis; Melbourne, Australia
Michael Nord; Amsterdam, the Netherlands

Director (one-year term)
Daniel Munslow; Johannesburg, South Africa

Further information on these prospective office holders:

INCOMING VICE CHAIR

[Sharon Hunter](#) is a marketing communication consultant with more than 20 years' experience serving an international clientele with a focus on professional services and training across the private and non-profit sectors. As senior communications advisor for student services at Concordia University, she oversees multi-channel engagement strategies focused on the student experience journey to success. An active volunteer, she supports communication skills and career mentoring initiatives for students and young professionals. Hunter served six years at award-winning IABC/Montreal, was named Chapter Leader of the Year 2013 for her community partnerships work and has served three years as a director-at-large on the IEB – the last two as an Executive Committee member.

SECRETARY/TREASURER (second consecutive term)

[Ginger Homan, ABC](#), is founder of Zia Communications, a firm specializing in campaigns to change behaviors, build communities and transform thinking. Her award-winning communication model has been used by foundations and corporations to grow brands and align cultures. Ginger served as IABC Secretary/Treasurer on IABC's 2015-2016 IEB and is the former director of North America for the IABC Accreditation Committee. Her work has been recognized by the IABC Gold Quill program, the Society of Marketers of Professional Services, the Public Relations Society of America and American Advertising Awards; she is the recipient of the IABC Tulsa chapter's John Hartman Professional Communicator of the Year award and served in several roles on

her local board including president. She is a recipient of Leadership Tulsa's Paragon Award for her board service with local nonprofits.

NEW DIRECTORS

[Zora Artis, GAICD](#), is the founder and managing director of Zora Artis Consulting in Melbourne, Australia. The firm provides business planning and marketing, brand and communication consultancy services from strategic development and workshop facilitation through to tactical implementation and evaluation to brands and agencies alike. Zora is the current Chair of the IABC Policy Committee, Past President of IABC Victoria, a Gold Quill winner and recipient of the IABC 2015 Chairman's Award. She has served on a number of not-for-profit boards and committees, and is a Company Directors graduate with the Australian Institute of Company Directors. Zora has a Masters of Commerce, a Masters of Marketing and a Bachelor of Business (Tourism).

[Michael Nord](#), Principal Consultant with The Fifth Business, lives in Amsterdam, The Netherlands, where he advises and steers strategic communications projects in blue-chip companies across the globe. He has previously worked for Philips, Belkin, IAVI, PR-agencies and the Danish Government. Michael was co-founder of the Dutch IABC chapter in 2007 (the year he joined IABC), and is currently immediate-past Chair of the EMENA region. He chaired EuroComm 2015 and is currently working as chair of the Local Advisory Committee for EuroComm 2016. He has served on several World Conference committees, and sits on the taskforce for global sponsorships.

[Daniel Munslow](#) heads up the Africa practice of VMA Group – a global recruitment and skills development firm specializing in marketing and communication practitioners. He has 13 years' experience in business communications and consulting, and has worked across multiple industries in a number of African countries. Areas of expertise include development of internal communication strategies, implementation of internal communication audits, rollout of change management programs, and training of leaders and communicators on communication skills. Daniel is the 2014/16 IABC Africa Regional Chairperson and a judge on the IABC Gold Quills. Daniel speaks at local and international conferences on business communication, and was voted an All Star speaker at the IABC World Conference in 2013.

Other senior officers moving into new roles:

INCOMING CHAIR

[Dianne Lynn Chase](#) is senior partner at C4CS, LLC, Leaders in Strategic Communication and Crisis Management, serving client partners from around the world. She oversees development and instruction in crisis communication, planning and management; message development; issues management; and presentation and interviewing skills training for corporate and government clients. She is past chair of the IABC Southern Region, where she's served five years on the board. She served as vice chair of the 2015 IABC World Conference Program Advisory Committee and as a member of the IABC Brand Taskforce. Chase is also long-standing board member and past two-term president (and first woman to serve in the role) of the Radio-Television

Digital News Association of the Carolinas (formerly the Radio Television News Directors Association of the Carolinas). She is the winner of numerous local, state, regional and national broadcast journalism awards.

INCOMING IMMEDIATE PAST CHAIR

[Michael Ambjorn](#) is founder of Align Your Org which helps boards, chief executives and chairs – and the next generation of talent – with effective strategic planning, communication and clarity of execution. As the facilitator for the 2014–17 strategy, he has worked with IABC’s 1000+ leaders to create connection, engagement and alignment. The latter element has been essential for affecting a turnaround and securing sustainable future for the association; a future where IABC can continue to advance the field of professional communications and achieve a multiplier effect through aligned leadership across the globe.

Michael previously served as Chair of IABC Europe & Middle East. He has also worked in various management roles at IBM, Motorola and, the 262–year–old Royal Society for the Encouragement of Arts, Manufacture and Commerce (RSA) in London.

*ABC = Accredited Business Communicator

*APR = Accredited in Public Relations

About the IEB

The International Executive Board is accountable to IABC members and supervises, controls and directs the affairs of the association. It actively pursues the association’s mission and determines its policy within the limits of the law, Bylaws, and Articles of Incorporation. It upholds the IABC Code of Ethics for Professional Communicators and supervises disbursement of the association’s funds. The International Executive Board develops the strategic plan and direction for the association under the guidance of the association Bylaws approved by the IABC membership.

About IABC

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world’s best communication practices. IABC has set the standard for excellence since its founding in 1970. This vibrant association has more than 10,000 members, including senior communications executives from global Fortune 500 companies, multi-national communications agencies, leading non-profit institutions and universities. IABC serves the collective disciplines of business communication professionals through education offerings, certifications, awards and recognition programs, online resources and Communicators World magazine and through the annual World Conference.

For more information, visit www.iabc.com.