

# IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

FOR IMMEDIATE RELEASE

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## **IABC Appoints New Executive Director: Carlos Fulcher**

The International Association of Business Communicators has appointed Carlos Fulcher, MBA CAE, as its new Executive Director. Fulcher will commence in the role in early July.

Fulcher has a strong background in association management, as well as previous experience in IT, project management and global operations. He was most recently Worldwide Deputy Executive Director with the Drug Information Association based in Pennsylvania. Prior to that he was CIO of the American Society of Plastic Surgeons.

IABC Chair, Robin McCasland, said she felt Fulcher's appointment would bring valuable expertise to IABC.

"Carlos's background is particularly relevant in this stage in IABC's evolution," she said. "We are already a global organization, which is one of our strongest and most unique aspects as a communication association, and Carlos will ensure we continue to grow our presence around the world.

"In addition we've already begun a program to upgrade our digital platform. Carlos's expertise in this area will ensure we continue to build world-class technology that supports our operations and provides our members with the best in service and career development opportunities.

"I know that the board is excited to work with Carlos on a new business model that will examine how IABC best delivers value for its members and the communication profession as a whole."

Fulcher said IABC's international presence was a key factor in his decision to take up the role. "I'm looking forward to working with a global organization and to increasing the expansion of the association into new and emerging markets.

"IABC is widely recognized in North America as the leading association for communication professionals. I'm keen to help establish that same recognition in countries around the world."

Fulcher's appointment will be formally announced at the IABC's World Conference, which is being held in Toronto 8-11 June.

### **Links:**

Carlos Fulcher: [www.linkedin.com/in/carlosfulcher](http://www.linkedin.com/in/carlosfulcher)

### **About IABC:**

The International Association of Business Communicators advances the careers of communication professionals in more than 70 countries around the world by providing opportunities for professional development, volunteer leadership and networking. For more information, visit [www.iabc.com](http://www.iabc.com)

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