

# FRANCIS STEVENS

## Communications and Marketing Consultant



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Northland, New Zealand

## ACHIEVEMENTS



### Creating a business I believe in

In 2015 I emigrated to New Zealand and started Francis Stevens Communications. I aim to help sustainable and innovative enterprises tell their stories, win mindshare and build great reputations.



### Winning the Henri Sijthoff Prize

I led the production of NN Group's first annual report as a listed company. The report received the FD Henri Sijthoff Prize for best financial report of 2014 - awarded by the Dutch Financial Times.

## EXPERIENCE

### Communications and Marketing Consultant

#### Francis Stevens Communications

Feb 2016 - ongoing

Northland, New Zealand

Provide strategic marketing and communications services that help sustainable and innovative businesses build their reputation and win mindshare through target driven campaigns. I aim to work with innovators who are changing the world and building a sustainable future. My core services are:

- Strategic messaging
- Content creation
- Audience engagement
- Thought leadership
- Strategic communications planning and execution

### External Communications Manager

#### NN Group (Insurance and Investment Management)

Apr 2014 - Nov 2015

The Hague, The Netherlands

Corporate Communications & Affairs

- Overall responsibility for delivery of NN Group's first Annual Report and Annual General Meeting (AGM) as an Amsterdam stock exchange listed company
- Set-up project teams, consisting of internal and external staff, to execute Annual Report and AGM
- Led an organisation of more than 100 contributors, including two direct reports, at the peak of the Annual Report and AGM production cycles
- Managed a budget of >€700k and delivered NN Group's Annual Report and AGM successfully, on time and under budget (>€25k)
- Won the FD Henri Sijthoff Prize for best financial reporting - awarded by the Dutch Financial Times
- Awarded company prize for effectiveness in cross line of business collaboration
- Commended by the Executive Board and Supervisory Board for success in delivering Annual Report and AGM

# EXPERIENCE

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## Sales Programs and Communications Manager

### Oracle (Global Software Company)

📅 Oct 2010 - Mar 2014

📍 Utrecht, The Netherlands

Applications Sales Development, Business Operations & Strategy Unit (Western Europe)

- Worked closely with senior business leaders to develop communication strategy and define strategic messaging for the business unit
  - Created and managed Senior Vice President's internal communication plan
  - Recruited and led a team responsible for the business unit's social communications policy
  - Led a change management committee to drive adoption of Social and Mobile work practices within the business unit
  - Implemented sales programmes to support the business unit's transition toward selling Software as a Service (Cloud) applications
  - Managed production of content to support strategic sales programmes
  - Had final responsibility for the business unit's visual identity and brand
  - Streamlined the business unit's communications budget
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## Corporate Communications Manager

### Oracle (Global Software Company)

📅 Dec 2006 - Oct 2010

📍 London, UK & Utrecht, The Netherlands

Alliances & Channels Division (EMEA)

- Head of public relations (PR) for Oracle's Alliances and Channels business in Europe, Middle East and Africa (EMEA)
  - Developed strong relationships for Oracle's Alliances and Channels organisation with key media in EMEA
  - Lead media relations manager at large-scale Oracle partner events in EMEA
  - Generated extensive and measurably positive media coverage for Oracle's Alliances and Channels business in all key EMEA markets
  - Devised and executed campaigns to leverage current issues and build Oracle's profile in new markets – e.g. public sector and small-medium business (SMB)
  - Devised and executed issue-based PR plans for Oracle, including activity to leverage growing media interest in Software as a Service
  - Regular liaison with corporate HQ to understand evolving PR policy and ensure this was communicated to stakeholders in EMEA
  - Maintained daily contact with internal clients. Provided counsel to a wide range of stakeholders including in-country PR managers
  - Provided media training for executive spokespeople
  - Wrote and managed approval of press releases, white papers, byline articles, presentations and speeches for Oracle senior executives
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## Senior Account Executive

### Weber Shandwick (PR Agency)

📅 Nov 2005 - Dec 2016

📍 London, UK

Achievements and Responsibilities:

- Developed and executed PR campaigns for Oracle in the UK and EMEA
  - Led EMC's customer reference programme in the UK and EMEA
  - Was head-hunted from this position to become Oracle's Alliances and Channels PR manager in EMEA
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# EXPERIENCE

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## Account Manager

### Professional Public Relations (PR Agency)

📅 Nov 2002 - July 2005

📍 Auckland, New Zealand

#### Achievements and Responsibilities:

- Recommended and implemented PR initiatives to create a favourable perception in the New Zealand market for international clients including Oracle, Dell, Avaya and Connex Trains
  - Cultivated relationships, for clients, with external interest groups and key opinion leaders – including media, shareholders, local government, customers and the community
  - Was seconded to Connex Trains Melbourne to support to the company's successful bid to run Auckland's suburban light rail network
  - Between June 2003 and December 2004, proactively handled aggressive local media interest in Oracle's acquisition of enterprise software rival PeopleSoft
  - Launched New Zealand PR programmes for Dell and Avaya and facilitated strategic relationships with local media and analysts. Both organisations had previously never engaged with New Zealand business and IT media
  - Account management duties including budgeting, billing, accounts receivable, and reporting. Managed two direct report Account Executives
  - Managed ongoing development and evaluation of communications campaigns aimed at building awareness and thought leadership for clients
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## Instructor Business Communication and English

### Delter Business Institute

📅 July 2001 - Nov 2002

📍 Shenzhen, China

#### Achievements and Responsibilities:

- Designed and conducted study courses in Business Communication and general English for adult students
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## Account Executive

### Baldwin Boyle Group (PR Agency)

📅 July 1999 - Nov 2000

📍 Auckland & Hamilton, New Zealand

#### Achievements and Responsibilities:

- Seconded to New Zealand Dairy Group's (now Fonterra) corporate communications team during its "mega-merger" with Kiwi Dairies
  - Editor of New Zealand Dairy Group's monthly internal staff magazine (circulation 3500) and monthly shareholder newsletter
  - Managed the development and launch of the company's first website in 2000
  - Managed 25 regional newsletters, monthly, for client Ballance Fertilizer
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## Sports Editor

### Hawke's Bay Herald Tribune (Newspaper)

📅 Jan 1998 - May 1999

📍 Hastings, New Zealand

#### Achievements and Responsibilities:

- Three months after starting at the newspaper was promoted to sports editor
  - In that role was required to cover all of the province's major sports events and coordinate a five-person team of photographers and reporters
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# LANGUAGES

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**English**

Native



**Dutch**

Proficient





# EDUCATION

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**Bachelor of Communication Studies, major in Journalism**

**Auckland University of Technology**


 Feb 1995 - Jan 1998

 Auckland, New Zealand

**Cursus Ethniciteit en Nationalisme**

**Universiteit Utrecht, Faculteit Sociale Wetenschappen**

 Feb 2010 - Aug 2010

 Utrecht, The Netherlands