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SUMMARY

I have over 15 years of communications experience in international organisations in the professional services, pharmaceutical and software industries. Experience includes supporting and coaching senior leadership teams in strategy communication, managing a marketing and communications function, developing people and teams and leading change communications. During the last 20 years I have lived and worked in the UK, France, Sweden, Thailand, the USA and India. English is my mother tongue, I am fluent in Swedish and have a good level of French.

PROFESSIONAL EXPERIENCE

Santosha AB

Nov 2012 - Present

Position: Co-owner
Business: Professional services consultancy.
Responsibilities: Write, translate, teach business English. Help and train others to communicate with impact.

PricewaterhouseCoopers (PwC)

Feb 2001 - Jan 2012

May 10 - Jan 12

PwC (New York, USA)

Position: Director Marketing and Communications, Global Advisory
Business: PwC's global Advisory services including its Consulting and Deals businesses.
Responsibilities: Lead marketing and communications (M&C) for PwC's Advisory services globally. Manage a team of 7 people including PR, analyst relations, brand communications, market intelligence, strategic marketing and internal communications. Work with an international network of PwC's marketers to implement M&C programmes. Advise and coach leaders and other teams on all communications matters. Retain strategic internal communications responsibilities (see following role). Manage global M&C work stream for two acquisitions.

Sept 08 - May 10

PwC (Stockholm, Sweden)

Position: Director Internal Communications, Global Advisory
Business: PwC's global Advisory services including its Consulting and Deals businesses.
Responsibilities: Lead internal communications for PwC's Advisory services globally. Coach business leaders in communications matters. Write leadership communications including strategy documents, speeches, white papers, board presentations and large plenary sessions at events. Member of communications work stream in several change projects including acquisitions, internal restructurings and adopting new ways of working. Assist CFO in creating a more cohesive global operations team at a time of leadership change.

Dec 06 - Aug 08

PwC (Stockholm, Sweden)

Position: Senior Manager, Marketing and Communications
Business: PwC Sweden
Responsibilities: Lead M&C for PwC Sweden's Tax and Advisory services. Better align M&C planning with business objectives and client feedback. Facilitate and manage new cross business marketing council. Member of team for firm's largest advertising campaign, including gaining leadership buy-in, managing agencies, budget and internal stakeholder management and communications.

Jan 04 - Nov 06

PwC (London, UK and Stockholm, Sweden)

Position: Senior Manager, Internal Communications, Global Advisory
Business: PwC's newly created Advisory services.
Responsibilities: Manage internal communications for PwC's Advisory services globally. Help leaders to articulate the value proposition of the new organisation. Write strategy documents, leadership presentations and speeches. Enable consistent communication worldwide by creating standardised tools and policies and establishing a network of communicators. Re-package content to be used in all internal channels including e-learning, microsites, videos, webcasts, blogs, newsletters & events.



Feb 01 - Dec 03

PwC (London, UK)

Position: Marketing Manager, Global Assurance

Business: The newly established e-business part of PwC's global Assurance services.

Responsibilities: Develop and implement M&C programmes to promote PwC's e-business capabilities globally. I was responsible for marketing collateral, media outreach, client events, microsite creation, web content and internal communications. Managed several external marketing agencies.

Logos

Sept 2000 - Jan 2001

Sept 00 - Jan 01

Logos Relocations (Grenoble, France)

Position: Teacher of Business English

Business: A company specialised in expatriate relocation and language instruction.

Responsibilities: Teacher of business English to groups and private clients. Courses included reading, writing and spoken business English. Devised and taught presentation and negotiation skills courses.

PricewaterhouseCoopers (PwC)

Jan 1999 - July 2000

Jul 99 - Jul 00

PwC (Bangkok, Thailand)

Position: Marketing Manager

Business: PwC Thailand

Responsibilities: Develop and implement M&C plans as part of PwC Thailand's corporate marketing team. Project leader for the organisation's initial web presence. Established processes to improve marketing service. Managed a team of 4 people. Wrote all English communications.

Jan 99 - Jun 99

PwC (Bangkok, Thailand)

Position: English Editor

Business: PwC Thailand

Responsibilities: Writing, editing and correcting business documents in English.

Inlingua School of Languages

Jul 1998 - Dec 1998

Jul 98 - Dec 98

Inlingua (Bangkok, Thailand)

Position: Teacher of Business English

Business: Inlingua language school for adults

Responsibilities: Teacher of business English to groups and private clients. Courses included reading, writing and spoken business English. Clients included Ericsson, Bank of Asia, ABN Amro, UN FAO, Alcatel and Alfa Laval.

Astra Draco (now Astra Zeneca)

Jul 1997 - Jun 1998

Jul 97 - Jun 98

Astra Draco (Lund, Sweden)

Position: PR Manager (maternity cover)

Business: Astra Draco's respiratory products division

Responsibilities: Manage PR within the international marketing function for Astra's respiratory products. Activities included press conferences, client events, journalist education, media training for and working with patient groups. Managed relationship with PR agency.

JBA

Sept 1994 - Dec 1996

Jan 95 - Dec 96

JBA Midlands (Birmingham, UK)

Position: Regional Marketing Manager

Business: JBA was one of the largest business software providers in the 1990's. It no longer exists today.

Responsibilities: Managed all marketing activities and programmes for the Midlands region including event management, marketing collateral production, press relations and client focus groups.

Sept 94 - Dec 94

JBA International (Birmingham, UK)

Position: Graduate Management Trainee

Business: JBA was one of the largest business software providers in the 1990's. It no longer exists today.

Responsibilities: A management trainee programme including training in pre-sales, sales, operations, computer programming and communications.



EDUCATION

2001 - 2002

Chartered institute of Marketing, London, UK

Post-graduate Diploma in Marketing: Integrated Marketing and Communications Certificate

1990 - 1994

European Business Program (EBP)

BA (Hons) 2:1 European Business Studies

Dual degree from Humberside University, Hull, UK and Ecole Multinationale des Affaires, Group ESC, Bordeaux, France.

1984 - 1989

Leys High School, Redditch, UK

8 O'Levels and 3 A'Levels

IT AND LANGUAGES

IT Skills:

Experienced in all regular business administration packages.

Languages:

English - Mother tongue, Swedish - Fluent, French - High level

INTERESTS

Health:

Yoga, cross-country skiing, running and hiking

Other interests:

Travel, singing, theatre, cooking, writing