

# Susan Chippendale

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## Professional Summary

Experienced and results-driven communications leader within global matrix and federated structures in complex contexts. Passionate about data-driven decision making in content development for impact, engagement, misinformation and disinformation and reputation management in response to evolving stakeholder expectations and global trends.

## Core Competencies

- ◆ **Strategy Development** High level experience in developing communication, brand, marketing, donor engagement, reputation management, internal change and staff engagement strategies in global organisations.
- ◆ **Reputation management** Experienced in establishing organisational approaches and systems to monitoring, detecting and analysing reputational threats such as misinformation, disinformation and harmful narratives and accompanying relevant teams in mitigation and response strategies.
- ◆ **Data-Driven Decision-Making** Advanced analytical capabilities to establish meaningful KPIs, establish measurement systems and accompany business area owners in making sense of the insights to ensure actionable recommendations to enhance engagement are achieved.
- ◆ **Dynamic Content Development** Creation of unique, substantive, compelling and engaging content across digital and offline spaces to convey a powerful brand proposition and voice.
- ◆ **Project Management and Stakeholder Engagement in Diverse Contexts** Expertise in managing multi-stakeholder engagement initiatives in diverse and complex contexts globally within matrix and federated structures.
- ◆ **Strong Leadership** Resilient under pressure with extensive experience working across cultural, political and contextual boundaries and managing large diverse teams in multiple locations.

## Employment

### Head of Content Communications and Marketing

European Broadcasting Union (EBU), November 2025

- ◆ Lead the Content Communications team in communicating and engaging with member organisations in the content and services available to them across the areas of news, sport and music / cultural events.
- ◆ Communicate externally the purpose of EBU and the value of its services to public service media in Europe and globally.
- ◆ Lead the Digital Marketing Team in engaging members and external stakeholders and audiences in showcasing the purpose, services and value of the EBU.

### Head of Communication Analytics

International Committee of the Red Cross (ICRC), Geneva 2020–2024

- ◆ Developed substantive content based on research with a wide range of stakeholders, across diverse topics and contexts to drive compelling communication and engagement products.
- ◆ Led communications, digital marketing and donor relations team members to push boundaries and trial new, agile methods to deepen communication and engagement with all stakeholders.

- ◆ Established analytical systems to test, monitor and measure communication impact for brand positioning, external campaigns and donor engagement, creating actionable insights.
- ◆ Developed systems for detecting and analysing misinformation, disinformation and harmful information to manage reputational risk and accompanied the communication team in developing mitigation and response SoPs.
- ◆ Spearheaded market, donor and stakeholder/audience research to better understand target audiences and deepen engagement.
- ◆ Coordinated due diligence and tracking for donor / corporate partnerships, ensuring alignment with organizational values and goals and enabling donors and partners to become powerful advocates.
- ◆ Led the implementation of a staff survey and engagement platform to convert internal preferences and voices into practice.

## **Head of Corporate Communication**

ICRC, Geneva 2014–2020

- ◆ Led a division of 50 in corporate communication, brand development, digital marketing and donor campaigns, production, trends analysis, translation and internal communication.
- ◆ Created communication content and messaging around the highly technical concepts of International Humanitarian Law to ensure stakeholder groups could engage.
- ◆ Developed original substance through research to underpin major campaigns and enhance engagement in digital and public spaces through impactful communication products.
- ◆ Led media and digital teams in developing approaches to monitor performance and impact, and test content for continuous improvement of engagement rates.

## **Corporate Communication Manager**

IFRC, Geneva, 2010–2014

- ◆ Led communication strategy and implementation across workstreams including campaigns, media, website and digital, internal communication and production.
- ◆ Oversaw brand positioning and engagement projects across 40+ National Societies.
- ◆ Led capacity building in fundraising and communication for National Societies.

## **Previous positions**

- ◆ Head of Communication, Australian Red Cross
- ◆ Manager, Communications and Fundraising, Birds Australia
- ◆ Manager, Fundraising, Australian Heart Foundation

## **Board positions**

- ◆ Board Member, Centre for Community-Driven Research, Switzerland, current.
- ◆ Chair, Environment Defenders Office Victoria, Australia, 2007–2010.
- ◆ Committee Member, Victims of Crime Assistance League, Australia, 1994–1996.

## **Education**

- ◆ **Certificate of Executive Learning (AI Applications and Strategy):** University of California Berkeley, USA, 2024.
- ◆ **MBA (Innovation and Change):** University of St John, York, England, 2021.
- ◆ **Certificate of Advanced Studies (Data Science and Management):** University of Lausanne, Switzerland, 2018.
- ◆ **Bachelor of Social Science (Politics and Business Marketing):** University of Swinburne, Melbourne, Australia, 2003.

## **Collaborations**

- ◆ Analytical Partner, Raksha Intelligence Futures