



3rd September 2025

Barbara Pesel Named CSCE Fellow for Strategic Excellence and Transformational Leadership in Communication

The Centre for Strategic Communication Excellence (CSCE) proudly recognises Barbara Pesel as its newest CSCE Fellow, honouring her extraordinary leadership in business and community service, her strategic influence across sectors, and her long-standing commitment to advancing the communication profession.



An award-winning strategist, mentor and business leader, Barbara has spent over three decades using communication to drive clarity, connection, and change. As founder of the independent consultancy Pesel & Carr, she has led critical initiatives for global brands, not-for-profits, and ASX-listed companies. Her strategic work has been globally recognised through multiple Awards, and her ability to guide organisations through uncertainty has positioned her as a trusted advisor in both the private and public sectors.

Barbara's leadership extends well beyond consultancy. As the current Chair of the International Association of Business Communicators (IABC) Asia-Pacific, she is shaping the future of professional communication across the region. Her governance expertise includes roles as Chair of Lort Smith Animal Hospital, where she led a \$40 million redevelopment, and board appointments in the arts, animal welfare, start-ups, and philanthropic trusts — all marked by her commitment to values-based leadership and stakeholder engagement.

Adrian Cropley OAM, FRSA, IABC Fellow, GCSCE, SCMP, Co-Founder of the Centre for Strategic Communication Excellence, said:

"Barbara Pesel is a powerhouse of strategic leadership in both business and community service. As founder of Pesel & Carr, she has guided organisations through complexity with clarity, earning global recognition for her impactful communication work. Her leadership extends beyond the boardroom — from chairing Lort Smith Animal Hospital through a major redevelopment, to shaping the future of the communication profession as Chair of IABC Asia-Pacific. Barbara exemplifies what it means to lead with purpose, compassion and insight. Her ability to align vision with action has made her a respected force in our field and a true CSCE Fellow."

Sia Papageorgiou FRSA, FCSCE, SCMP, Co-Founder of the Centre for Strategic Communication Excellence, added:

“Barbara Pesel is the kind of leader who drives meaningful change with integrity, insight, and influence. For more than 30 years, she’s demonstrated how strategic communication can guide organisations through uncertainty, build trust, and deliver impact. Whether she’s navigating crisis, mentoring future leaders, or elevating strategy in boardrooms and briefing rooms alike, Barbara brings a rare mix of rigour and heart. She’s a quiet force whose impact runs deep — and being named a CSCE Fellow is a powerful reflection of the legacy she continues to build.”

Barbara joins a distinguished group of CSCE Fellows who exemplify the best of our profession — leaders whose work defines the value of communication in creating better organisations, communities, and societies.

About the Centre for Strategic Communication Excellence

The Centre for Strategic Communication Excellence (CSCE) is a global leader in strategic communication management. Headquartered in Melbourne, Australia, with senior faculty members found on six continents, we build communication capability in organisations by:

1. Developing strategic communication professionals.
2. Building the communication capability of leaders.
3. Building the communication skills of employees.

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