



**26<sup>th</sup> April 2024**

**The Centre for Strategic Communication Excellence welcomes its newest Fellow.**



Dr Amanda Hamilton-Attwell, FCSCE, IABC Fellow, APR, ABC, is our newest fellow and a distinguished figure in strategic communication globally, based in Pretoria, South Africa. Amanda continues to set standards of excellence across the global communication landscape. As a seasoned practitioner, her contributions through leadership roles, particularly within the Centre for Strategic Communication Excellence (CSCE) and the International Association of Business Communicators (IABC), have significantly propelled the profession forward.

As a prolific contributor, Dr Hamilton-Attwell has enriched the profession's body of knowledge with a wealth of articles, webinars, and keynote presentations at international conferences. Her work in developing methodologies for measuring the impact of communication strategies offers invaluable insights to practitioners, enabling them to demonstrate the tangible value of communication within their organisations. She has a passion for research and works with many global clients to uncover their communication gaps, working with them to gain better business results through strategic communication.

Her professional excellence has not gone unnoticed, reflected by multiple awards and honours, including the prestigious Rae Hamlin Award. This recognition underscores her status as a leader whose contributions profoundly influence the strategic communication arena.

Founding Partner for the Centre for Strategic Communication Excellence Adrian Cropley OAM states, *"Amanda was co-chair of the career roadmap committee, a multi-year initiative to develop a career roadmap for communication professionals globally and part of the team to create the IABC Career Assessment Tool. These initiatives have shaped the focus and curriculum for professional development."*

**Notes to Editors:**

[Dr Hamilton-Attwell FCSCE, IABC Fellow, APR, ABC is available for interviews.

Telephone: +27 83 654 0565

Email: [[amanda@businessdna.co.za](mailto:amanda@businessdna.co.za)]

**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.

The CSCE awards the fellowship designation to members for impact and outstanding contribution to the global communication profession.