



5th August 2024

Helene Bradley, FCSCE joins The Centre for Strategic Communication Excellence as its newest Fellow.



The Centre for Strategic Communication Excellence (CSCE) is proud to announce that **Helene Bradley, FCSCE** has been appointed as a Fellow, recognising her leadership in the field of strategic communication.

Helene's over 30-year career spans numerous roles and organisations, showcasing her versatility and dedication. With extensive experience in various B2B and B2C sectors, she has consistently delivered exceptional results, delivering a positive lasting impact through her work and the approaches she adopts.

Her roles have included senior positions in multinational corporations, government bodies, and non-profit organisations, where she has led significant communication initiatives. Helene's ability to adapt and excel in different environments is a testament to her expertise and commitment to the profession. The breadth and depth of her global experience, living and working in Canada, South Africa, Singapore, and Europe while leading regional and global roles. Demonstrates someone who connects at every level and embraces diversity.

“Helene is one of those leaders who is highly committed to her people as a senior communication professional. She finds every opportunity to grow her team and support professionals in their careers. I am unsure how she balances a busy executive position while contributing to the profession's advancement in her volunteer roles; she is truly a superhuman being!” Says **Adrian Cropley, Founding Director CSCE**

Helene has contributed significantly to the communication profession through her volunteer experiences and leadership roles. Her leadership has helped shape policies and best practices that benefit the broader communication community. As an example, working with the International Association of Business Communicators (IABC) and CSCE Founder Adrian Cropley she took a lead in developing the first-ever Corporate Accreditation Program with Unilever. The quality of corporate communication capabilities was dramatically improved for Unilever, by creating and producing an award-winning development program across APAC and Africa, which saw an increase in the strategic value of the communication function by 16%. Helene was recognised for her advancement of accreditation by the IABC with a Rea Hamlin award in 2012

Sia Papageorgiou, Managing Director at the CSCE, commented *“Helene's remarkable career, spanning over three decades and multiple continents, showcases her expertise and unwavering*

dedication to the communication profession. Her leadership in developing the award-winning Corporate Accreditation Program with Unilever, has advanced the profession and set new standards for excellence. Helene's contributions go beyond her professional achievements; her commitment to mentoring and guiding aspiring communication professionals underscores her profound impact on our community. Recognising Helene as a Fellow honours her exceptional accomplishments and her enduring influence on the global communication landscape."

Helene joins an esteemed group of CSCE Fellows, professionals dedicated to advancing the practice of strategic communication.

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.

For more information, please contact:

CSCE Public Relations Team

Email: info@csce.com

Phone: +61 414 436 147

Notes to Editors:

Helene Bradley, FCSCE is available for interviews.

Mobile: +44 (0) 7741 259 271

Email: hlbradleyritt@gmail.com