



5th August 2024

The Centre for Strategic Communication Excellence Welcomes Mark Estes, FCSCE, As Its Newest Fellow.



The Centre for Strategic Communication Excellence (CSCE) is proud to announce that **Mark Estes** has been appointed as a Fellow, recognising his long outstanding contributions to the field of strategic communication.

Mark has demonstrated exceptional leadership in the communication profession through his extensive experience in the field. In a career that spans decades, he has held numerous leadership roles that have significantly influenced the industry. As Chief Communications Officer at multiple organisations, he has developed and implemented strategic communication plans that aligned with business objectives and drove measurable outcomes.

His ability to lead diverse teams and manage complex projects has been pivotal in advancing organisational goals and enhancing the communication function's value within the companies he has worked for.

Mark's leadership extends to his active involvement in professional organisations such as the International Association of Business Communicators (IABC). As a leader within IABC, he has contributed to shaping the future of the communication profession by mentoring emerging leaders, sharing best practices, and advocating for the strategic importance of communication in business success. He was instrumental in supporting the development of the Global Standard for the Communication Profession alongside CSCE Fellow Mary Hills

"What inspired me the most about Mark was his leadership in professional Accreditation. He was actively involved with the IABC-Shanghai Public Relations Association Accreditation Project team in Shanghai, China. He trained, coached, and mentored accreditation candidates, which resulted in twelve out of thirteen candidates passing their portfolio submissions (in English) on the first try. Through this initiative, IABC was able to extend accreditation to new markets, making the ABC a truly global standard," Says **Adrian Cropley, Founding Director CSCE**

Mark's commitment to ethical communication is evident through his long-term service as an IABC Gold, Silver, and local Quill judge for over three decades. His ability to recognise the "Best of the Best" in communications has benefitted members and chapters throughout IABC and has been valuable to the support of Quill programs. Mark's service and leadership also extend to his community, where he has worked with children in academics and sports, Kiwanis International, and as a Maricopa County Election Poll worker, enhancing participation in American life for many.

Managing Director at the CSCE, Sia Papageorgiou stated, *“Mark's commitment to strategic communication and his dedication to ethical leadership have not only elevated our profession but have also inspired countless individuals within our global communication community. His career, marked by a relentless pursuit of excellence and a deep-seated belief in the power of communication to drive positive change, exemplifies the very essence of what it means to be a Fellow”*

As a Fellow of the CSCE, Mark joins an esteemed group of professionals dedicated to advancing the practice of strategic communication. This fellowship acknowledges his significant achievements and his commitment to excellence in the communication profession.

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:

Mark Estes, FCSCE is available for interviews.

Mobile: +1 480-577-6951

Email: mestes6@cox.net