



9th April 2024

The Centre for Strategic Communication Excellence welcomes its newest Fellow.



The Centre for Strategic Communication Excellence proudly announces Paulo Henrique Soares's induction as its newest Fellow. With a prolific career spanning more than two decades, Paulo has distinguished himself as a preeminent leader in communication.

After joining Vale in 1995, Paulo quickly ascended to the role of Director of Communication and External Relations, leading significant projects in global internal communications and corporate affairs. His tenure at Vale set new standards in innovative communication strategies, underlining his expertise in managing complex global initiatives.

In November 2016, Paulo embraced the challenge of Director of Communications at the Brazilian Mining Institute (IBRAM), where he played a pivotal role in transforming the public perception of the mining sector. His strategic acumen and leadership were critical during crisis periods, significantly altering the industry's narrative.

Beyond his corporate roles, Paulo has substantially contributed to the communication community through his active involvement in professional associations like ABERJE and IABC. His commitment extends to academia and entrepreneurial ventures, emphasising continuous learning and innovative approaches to communication technology.

Paulo is also a co-author of the influential book "Without Megaphone, with Smartphone: practices, challenges, and Dilemmas of Communication with Employees" and is involved in startups like Simplifica.ci and DataSprints, which showcase his forward-thinking perspective.

CSCE Managing Partner Sia Papageorgiou says, "Paulo Henrique Soares is a seasoned professional whose dedication and achievements within the communication profession speak volumes. Paulo has consistently demonstrated exemplary leadership, innovation, and commitment. As he continues to inspire and mentor future generations of communication professionals, Paulo remains a steadfast advocate for excellence in the communication profession."

Founding Partner Adrian Copley adds, "Paulo Soares's unparalleled leadership, recognised contributions, and dedication to professional advancement make him an outstanding candidate for the Fellowship at the Centre for Strategic Communication Excellence."

Notes to Editors:

[Paulo Henrique Soares, FCSCE, GCSCE, ABC is available for interviews.

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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.