

6 February 2024

The Centre for Strategic Communication Excellence welcomes its newest Fellow.



Edinburgh based Rob Briggs is a highly experienced internal communications leader with a successful track record in developing and implementing change and communications programmes for large, complex organisations. Rob has been recognised by the Centre for Strategic Communication Excellence and his peers for his leadership and contribution to the body of knowledge within the communication profession. He has a long and outstanding career, working at the senior level as a trusted advisor.

Rob's impressive track record as a volunteer with the International Association of Business Communicators (IABC), including as Chairman of the Europe and the Middle East Board, demonstrates his commitment to fostering professional development. His strategic approach in reactivating the IABC's dormant chapter in the Netherlands attests to his ability to mobilise teams and drive membership growth.

Rob's contributions to the communication profession's body of knowledge are substantial. As an author of key chapters in industry-leading textbooks such as the IABC Guide for Practical Business Communication and the IABC Handbook of Organizational Communication, he has elevated best practices in organisational communication and corporate social responsibility. His extensive speaking engagements at international conferences and interviews for industry podcasts and articles underscore his role as a thought leader.

Beyond his contributions to the profession, Rob's impact on organisations is palpable. Testimonials from his colleagues, commend his exceptional skills in change management, emphasising his rapid value delivery, ability to seamlessly integrate into teams, and proficiency in written and verbal communication. He was quoted by a peer as a "Change Management Swiss Army Knife"

"Rob Briggs exemplifies the qualities sought in a CSCE Fellow through outstanding leadership, significant contributions to the profession's knowledge, and impactful career advancements. His multifaceted expertise and unwavering commitment make him an ideal candidate for this prestigious designation," says Sia Papageorgiou, Managing Partner, Centre for Strategic Communication Excellence

Notes to Editors:

[Rob Briggs, FRSA, FCSCE, CIIC, GCSCE 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.