



2nd December 2025

Tina Parker honoured as CSCE Fellow for championing inclusion, community leadership and the next generation of communication professionals.

The Centre for Strategic Communication Excellence (CSCE) proudly recognises Tina Parker as its newest CSCE Fellow, honouring her outstanding leadership in communication, her commitment to inclusion and social impact, and her extensive contributions to strengthening the communication profession.

A respected strategic communication leader, Tina has spent more than 15 years using communication to inform, unite and inspire. Her career spans global and national roles with Unilever, Save the Children UK, the UK Government's Department for International Development, and most recently LKQ UK & Ireland, where she led communication and engagement for more than 9,000 employees across four businesses.



At LKQ, Tina transformed communication during a time of significant change, building trust, deepening engagement, and championing diversity in a traditionally male-dominated industry. Her leadership created meaningful cultural shifts, strengthened organisation-wide understanding of strategy, and elevated employee voice through innovative campaigns and inclusion-led initiatives.

Her global work at Unilever delivered industry-recognised impact — from building consumer trust through ingredient transparency campaigns, to leading the internationally acclaimed “Ask a Scientist” programme, which achieved more than 20 million views and strengthened public understanding of science and innovation.

Tina's influence extends well beyond the workplace. She is an active mentor to emerging female communication professionals, a leader in women-in-PR networks including The Source (now over 800 members), and a generous contributor to local community initiatives, offering communication support to grassroots projects and women-led social enterprises.

Adrian Cropley OAM, FRSA, IABC Fellow, GCSCE, SCMP, Co-Founder of the Centre for Strategic Communication Excellence, said:

“Tina Parker exemplifies the power of communication leadership to create meaningful change. Throughout her career she has used strategic communication to transform culture, elevate inclusion, and inspire people across organisations and communities. Tina brings empathy, clarity and purpose

to every challenge—strengthening leadership decisions, empowering emerging communication professionals, and giving a voice to those who need it most. Her commitment to using communication as a force for good reflects the highest values of our profession.”

Sia Papageorgiou FRSA, FCSCE, SCMP, Co-Founder of the Centre for Strategic Communication Excellence, added:

“Tina Parker leads where others hesitate. She brings structure to complex problems, raises the bar on trust and inclusion, and leaves teams, boards and industries better than she found them. That kind of impact quietly but permanently changes our profession. Her elevation to CSCE Fellow is proof of the better, braver and fairer standards she’s helped create for others to follow.”

Tina joins a distinguished group of CSCE Fellows who exemplify the best of our profession — leaders whose work demonstrates the value of communication in creating stronger organisations, communities and societies.

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.

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Notes to Editors:

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