



DIANA NEACSU, MBA

Integrated Communications & Sustainability

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Swiss work permit since 2018

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A results-driven, collaborative communications professional with a proven track record of engaging global teams, leading operations and strategic programs for leading organizations in the Business, Non-Profit and Academic sectors.

SKILLS

- Strategic Communications
- Executive Communication
- Public Relations
- Media Relations
- Internal Communications
- Crisis Communication
- Social Media
- Content Creation
- Branding
- Campaigns
- Vendor Management

LANGUAGES

- English — native
- French — advanced
- German — advanced
- Italian — elementary
- Romanian — native

EXPERIENCE

B Lab | Lausanne, Switzerland

2024 — Present

Sustainability Engagement Coordinator | Project-based

Develop & implement the Communication strategy of the **Alliance for Sustainable Enterprises**, liaising with media, CEOs, Parliament members

Highlights

- Liaised with 85+CEOs and MPs to create Linked In posts showing their support for the Alliance
- Wrote articles for trade associations and general media
- Contributed the **Sustainable Transformation & Future-Fit Business** course curricula at the E4C Center (EPFL / IMD / University of Lausanne)
- Co-organized an information event in Bern for CEOs and members of the Parliament on the "sustainable enterprise" legal status

Communication Consultant | Switzerland

2020 — Present

Project-based

University of Lausanne / 2024 - present

- Develop & implement the Communication strategy for conservation research within Prof. G Walters Lab (Institute of Geography & Ecology)
- Guest-lecturer on Science Communications

The British-Swiss Chamber of Commerce

- Concept & communications for events. **E.g. AI & the Impact on Talent**

Yana Stiftung / 2020- present

- Develop the Communications Strategy; Coordinate new website creation

HILTI Group | Schaan, Liechtenstein

2018 — 2023

External Communication Manager & Spokesperson

- Created & executed the global communication strategy for key topics: Robotics, Sustainability, People & Culture
- Direct contact & support for colleagues implementing the strategy globally

- Content creation for all channels
- Media relations
- Communication advisor for Executive Board, Head of HR

Highlights:

- Coordinated a global Employer Branding campaign, enabling Hilti to be ranked as the world's #8 best employer by GPTW
- Partnered with SKANSKA and BASF to create B2B communication promoting Hilti Robotics in constructions projects
- Coordinated sections of the Group Annual Report
- Coordinated the content for the Hilti Careers website

Global Community Manager

- Developed & executed the Communication Strategy for the new intranet platform, targeting 30,000 employees
- Main point of contact & support for Internal Communications colleagues across 10 time zones, during the intranet rollout
- Training: developed & delivered webinars globally

BASF | Bucharest, Romania

2016 — 2018

Head of Communication & Public Affairs

- Developed & implemented the Corporate Communication Strategy
- Content coordination for all media channels: external & internal
- Media Relations & Crisis communication

Highlights

- Partnered with universities & the press to profile BASF as a top employer and sustainability leader
- Led Internal Communication with a focus on Employer Branding, boosting retention and job referrals by 20% and 25%

ONV LAW | Bucharest, Romania

2014 — 2016

Marketing & Communications Manager

Developed & led the implementation of the Marketing & Communication Strategy boosting the firm's online presence by 300% over 2 years

EDUCATION

CAS Sustainability & Cooperation

2023 — 2024

ETH NADEL | Zürich, Switzerland

MBA - Sustainability Management

2008 — 2010

Atkinson Graduate School of Management | Salem (OR), USA

MA Public Policy

2006 — 2007

Central European University | Vienna, Austria

BA Communication & Public Relations

2002 — 2006

ALSO WORKED ON PROJECTS FOR

University of Bucharest - Communications Consultant (Romania) 2014-2016

Deloitte Consulting - Management Consultant (Belgium) 2010-2014

Atkinson Graduate School of Management - Teaching & Research Assistant (USA) 2008-2010

Oregon Sustainability Board - MBA Project (USA) 2009

European Commission - Communications Specialist (Belgium) 2008

MEMBERSHIP

2022 - present: Swiss Association of MBAs

2010 - present: Fulbright Alumni Association

PUBLICATIONS - AVAILABLE UPON REQUEST

B Lab Switzerland / Alliance for Sustainable Enterprises (2024)

· Policy Paper & Letter to economiesuisse and SGV/USAM

American Chamber of Commerce in Romania (2015)

· Community Investment Guide for the Business Sector

Deloitte Consulting / Client: European Commission (2010-2014)

· Bilateral Trade Agreements implementation with S Korea and Japan (for Pharma Technologies & Medical Devices)

· Sustainability Policy Study: Evaluating the coherence and effectiveness of EU Water Policy

· Sustainability Policy Study: The socio-economic impact of providing goods and services better adapted for people with disabilities