

Curriculum Vitae

Malini Merkofer-Naidoo

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Communications professional with extensive international and local corporate experience including 15+ years in a global multinational environment. Core areas of expertise include internal and external corporate communications, brand communication and engagement as well as support of corporate social responsibility initiatives. I have a proven track record of building key stakeholder relationships across diverse markets both internally and externally and interfacing at the most senior executive levels to help position a company to achieve its strategic goals. Holder of dual Swiss-South African citizenship.

Education:

BA (Bachelor of Arts), University of Kwa-Zulu Natal
LLB (Bachelor of Laws), University of Kwa-Zulu Natal
MAP (Management Advancement Program), Wits Business School

Languages: English

International Experience: Lived & worked in Switzerland & South Africa

Date of Birth: 27 August 1968

Career History

Independent Communications Consultant (10/2019 – present)

Independent communications consultant supporting organizations to achieve their communication goals through tailored communication strategies and plans, communications coaching and advisory support, change communications, key message development, writing and editing, as well as brand awareness and engagement.

Ascendis Health

Group Head of Communications (07/2018 – 09/2019)

Member of Group Executive Committee providing strategic guidance on integrated communication strategies for the business. Served as communications adviser and coach to CEO and responsible for all CEO communication. Shaped communication in support of new strategic direction for the company, Articulated vision, mission and values as part of company re-positioning. Managed the coordination of multiple communication activities across available platforms and channels. Managed external suppliers. Developed business critical and sensitive responses to stakeholder and community enquiries. Managed communications for business transformation programme.

Independent Communications Consultant (10/2016 – 06/2018)

Independent communications consultant supporting organizations, including both corporates and not for profits, to achieve their communication goals through tailored communication strategies and plans, communications coaching and advisory support, change communications, key message development, writing and editing, as well as brand awareness and engagement.

Zurich Insurance Group (07/2014 – 09/2016)

Global Communications Partner, Group Marketing & Communications (Reporting into Corporate Centre, Zurich, Switzerland, based in South Africa)

Strategic communications advisor and business partner for **Global Claims** business function. Supporting key stakeholders within the global business function to achieve business goals and promote functional visibility through an integrated communications approach. This includes promoting global alignment, consistent messaging and business unit engagement across multiple geographies. (EMEA, APAC, LatAm & North America).

Strategic communications advisor and business partner for **Group Corporate Responsibility**. Deliver flexible and focused communication in support of Group Corporate Responsibility strategic goals and key initiatives, helping to profile Group & organizational commitment and successes across Zurich's key CR focus areas

Zurich Insurance Group (07/2011 – 06/2014)

Global Communications Manager, General Insurance (P&C), Global Claims (Reporting into Corporate Centre, Zurich, Switzerland, based in Zurich, Switzerland)

Led global communications for Global Claims function, providing strategic communications support, advice & coaching to global Chief Claims Officer and supporting the business priorities of Claims across regions (EMEA, APAC, LatAm & North America). This included establishing relationships at country business unit & regional levels in support of regular, aligned & consistent communication to support claims performance, Group strategy and the achievement of business targets.

Family Break (2010 – mid 2011)

Zurich Insurance Company South Africa (10/2009 – 12/2009) (Independent contractor)

Supported Zurich in South Africa on various short term communication projects including development of Marketing & Communications plan for a local subsidiary and targeted support for certain organizational projects.

Zurich Insurance Group (01/2008 – 03/2009)

Global Internal Brand Program Manager, Group Corporate Communications (Reporting into Corporate Center, Zurich, Switzerland, based in South Africa)

Developed global brand internal engagement strategy and tactical communications plan for roll-out of repositioned Zurich brand and Zurich HelpPoint. Managed internal global brand network and worked with global communications agency and other suppliers to ensure alignment of all brand material and messaging. Supported cross country roll out across different geographies.

Zurich Insurance Company South Africa (2006 –2007)

Project Head Rebranding of SA Eagle Insurance to Zurich Insurance South Africa

Introduced global Zurich brand into South African market through rebranding the local business unit. Managed all internal and external communication and marketing activities for employees, business partners and customers to reflect new global brand positioning and identity. Managed all agencies and external suppliers (including media, advertising, events and others) involved in the brand migration and served as key interface between South African country unit and Group headquarters.

South African Eagle Insurance Company (2001– 2006)

Group Head of Marketing & Communications

Managed the public profile and market positioning of the company through leading all internal and external communication and marketing activity including advertising, brand building, events and sponsorships and participation in relevant industry forums. Served as industry representative and official spokesperson for the business. Managed key Corporate Social Responsibility investments in line with company's CSR strategy. Served on Corporate Transformation Committee (Board subcommittee) to help ensure regulatory compliance with various Financial Sector Charter requirements. Managed all agencies and external suppliers as well as Marketing budget.

South African Eagle Insurance Company (1999 – 2001)

HR Development Manager

Led HR Development for the business by managing a menu of learning & development programs. Served as National Skills Development Facilitator as required by the Skills Development Act and ensured organizational compliance with relevant legislation. Supported training implications for major business transformation projects.

South African Eagle Insurance Company (1996 – 1999)

Project Manager, Co-ordinator & Trainer Roles

Managed a team of regional Skills Development Facilitators and the alignment of internal training programs with the National Qualifications Framework (NQF). Developed and managed a modular Life Skills Program and implemented Business Communication Skills training.

References on request