

Master Card World Wide - The Heart of Commerce



From Left to Right: Georgette Tan, Linda Locke & Harvey Greisman



When MasterCard Worldwide's communications leaders were in town recently from New York, they generously gave of their time to spend an afternoon with CNM students and staff in a panel discussion on October 7, 2009.

Mr. Harvey Greisman, Senior Vice President and Group Executive for Worldwide Communications, started the session with a talk entitled "The Evolution of the Communications Landscape" where he traced how the role and practice of corporate communications have changed through the decades since the 1980s. He then offered advice to students on how they could tool up for their own careers within the communications industry.

Ms. Linda Locke, Group Head of Reputation and Issues Management, shared on MasterCard's pioneering efforts in "The Emerging Field of Corporate Reputation Management". She shed light on the work done around corporate reputation management to highlight its growing importance in our new media landscape, and even shared with the audience on the tracking mechanisms for a company to manage its reputation.

Together with the two panelists, CNM's Industry Advisory Council member and MasterCard's Vice President for Communications in Asia/Pacific, Middle East & Africa Ms. Georgette Tan, then fielded questions from the floor.

Despite e-Learning Week, students and staff alike were all enriched by the experience.

Kudos to the team at MasterCard for their enthusiasm, especially Georgette for aligning the stars to present us with this rare and enriching opportunity!