



## Impact expands strategic offering

**Sydney, February 24, 2010:** Impact Employee Communications, Australia's leading employee communication company and part of Ogilvy PR, has employed two senior Strategists following growth in client demand.

Vanessa Williamson joins the organisation after eight years in London working with global beverage powerhouse Diageo as Head of Employee Communications for Great Britain. She has also worked within the government sector where she honed her policy and stakeholder management skills.

Bringing a breadth of internal communications and corporate social responsibility experience, particularly within the FMCG sector, Vanessa will work across a range of Impact's clients to develop effective strategies and campaigns.

Lori Sarakinsky has also joined the highly-successful Impact team as a Strategist, after spending more than seven years working in Change Management at Accenture. During her time with the organisation she worked on a variety of large scale global business and IT transformational projects for a range of market-leading clients.

Working on long-term and often complex programs, Lori has developed specialist knowledge of change projects relating to key business functions and processes, large-scale systems implementations and communications initiatives.

"Both Vanessa and Lori bring strong strategic skills to the organisation across a range of complex areas that will be highly valuable to our wide client base," said Impact's Managing Director, Stephen Hale.

"Teamed with their proven ability to build and maintain effective client relationships and project delivery, they are a welcome addition to our growing team."

### **About Impact Employee Communications:**

Established in 1996, Impact Employee Communications is Australia and Asia-Pacific's leading employee communication consultancy, with more than over 400 client results under its belt.

While Impact's primary focus remains on employee communications, it continually creates new specialist practice areas and products, which include:

- Strategic communication
- Change management communication
- Leadership and vision/values communication
- Environmental and sustainability communication programs
- Industrial relations and safety communication

Impact Employee Communications is part of Ogilvy PR and STW Group, Australia's leading marketing content and communications services group.



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Ogilvy & Mather Worldwide (ogilvy.com), a subsidiary of WPP, is one of the largest marketing communications networks in the world, with 495 offices in 120 countries, specialising in advertising, relationship and interactive marketing, public relations, sales promotion and related services.

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