

ANIISU K VERGHESE Ph.D.

Award winning internal communications & change leader, author and speaker



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Krakow, Poland (EU Blue Card valid till April 2025)

EXPERIENCE

Director - Corporate Communications

Sabre's Global Capability Center

2019-2022



Krakow, Poland and Bengaluru, India

- Created 3-year strategy as employer of choice
- Increased connection for over 1700 staff by 30%
- Coached leaders and raised communication standards by 40%

Senior Manager - Corporate Communications & CSR

Tesco

2013-2019



Bengaluru, India

- Professionalized the team's offering and increased staff engagement 20% YoY
- Enhanced press and industry engagement 4X with earned media and prevented reputational risks through effective crisis management

India Internal Communications Lead

Sapient

2008 to 2013



Bengaluru, India

- Conducted companywide communication workshop to elevate business communication standards among internal teams and leadership to a tune of over 80% in feedback scores
- Conceptualized and conducted a company campaign to build pride and recognition of company's key milestones
- Recipient of the 'Core Value Award' For Client Focused Delivery

Assistant Manager - Internal Communications & Events

Fidelity Investments

2006 to 2008



Bengaluru, India

- Re-designed and launched the company intranet resulting in increased participation and ownership among internal teams and staff by over 50%.
- Launched and implemented companywide campaigns that enhanced awareness among staff of the perils of information exposure and cost mismanagement.
- Served as a Learning Catalyst Trainer for Business Communications with a rating of over 4 on 5.

Senior Specialist – Marketing & Communications

Accenture Business Services

2004 to 2006



Bengaluru, India

- Conceptualized and implemented 6 industry and partner events called Shaping the Future Forum series to improve brand recall.
- Led company-wide fund raiser effort to the tune of INR 1.8 crores (USD 360000) from among 15000 staff.
- Launched the first ever road safety campaign for company staff and increased awareness to over 50%.
- Recognized with Accenture 'Dream Team' Award (2006), 'Trail Blazer' Award (2005) and Commendable Professional Rigor (2004) for leading key initiatives.

Manager – Corporate Communications

I-flex solutions

2000 to 2004



Bengaluru, India

- Re-designed and launched the company intranet from Citicorp to I-flex solutions. Case study featured in Intranet Strategist magazine.
- Recognized with i-Appreciate Award for consistently releasing bi-monthly newsletter for 18 issues and increasing readership and reach manifold.
- Partnered with organization to lead a cause related marketing effort on road safety that improved brand image and recognized with Open Annual Award
- Scripted and produced employee videos that highlighted organization's culture and DNA.

Account Executive – Advertising

Bitopi Leo Burnett and Saatchi & Saatchi

1998-2000



Dhaka, Bangladesh & Bengaluru, India

- Managed advertising for global and Indian brands such as British American Tobacco, Nestle, Tata Tea and BPL.
- Crafted and launched multi-channel and multi-city campaigns.
- Produced popular Maggi TV cooking program – 'Jhotpot Ranna' for ETV.

ASSOCIATIONS

Author: Internal Communications – Insights, Practices & Models (2012) & Get Intentional (2021)

Chapter Board member – India IABC (2016-2018)

Founder – road safety not-for-profit Friends For Life (2002)

Speaker: IABC MENA Euro (2018), Strategic Internal Communications (2015), Asia Pacific Communication Summit (2015 and 2016), World IABC Conference (2011)

MOST PROUD OF



Giving back

By saving lives through road safety campaigning & teaching



Sharing

Best practices on my blog, in workshops and speaking opportunities in 4 continents



Winning

The 2022 IABC APAC Communicator of the Year Award & the Public Relations Council of India's 2015 Hall of Fame award

STRENGTHS

Consistent

Reliable

Finisher

Internal communications

Personal branding

Corporate social responsibility



CERTIFICATIONS

- Prosci® Certified** Change Management Practitioner (2023)
- GRI Certified** Training Course, KPMG (2017)
- Digital and Social Media Strategies**, Indian Institute of Management, Bengaluru (2014)
- Certificate in **Usability Testing**, Human Factors International, (2007)

EDUCATION

PhD

Alliance University (Bengaluru)

2015-2020

MBA

KIIT School of Management, KIIT University (Orissa)

1996-1998

Bachelor of Science in Botany

Madras Christian College (Tamil Nadu)

1993-1996

A DAY OF MY LIFE

