

# MARIA ISOLINA NOGUEROL SANTOS

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## HEAD OF CORPORATE COMMUNICATION

### SUMMARY OF QUALIFICATIONS

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- Professional with 25 years of experience in Corporate Communications, encompassing Internal and External Communications, Marketing Communications, Crisis Management and ESG-Corporate Citizenship, covering Latin America, in a multinational company.
- Development of interface and relationship with Business Units' leaders in Latin America and Communication leaders in Europe, China, India, and the USA.
- Solid management competence, coordinating a regional team based in Brazil and Mexico, and projects developed in eight countries, overseeing strategy, budget, and vendors' network.
- Expertise in strategic communications planning related to Mergers and Acquisitions (M&A), business divestments and rebranding.
- Experience in several B2B market segments, managing global multichannel campaigns for product launches, especially those focused on sustainability.
- Management of internal communication, comprising online (digital) and face-to-face communication channels (in eight countries, 20 sites, in Portuguese, and Spanish), and specialized support to executive communication.
- Expertise in crisis and emergency communication management.
- Stakeholders' management in a multicultural environment, proven competence in managing people and building high performance teams, and mentoring in the company's talent program.
- Implementation of communication and relationship programs with local communities.
- Member of the company's steering committee for Latin America (2015-2020); coordinator of the Image and Communication Committee of the Brazilian Chemical Industry Association (2014-2020); coordinator of the Marketing and Communication Committee of the Swiss-Brazilian Chamber of Commerce (2012-2022).

### PROFESSIONAL BACKGROUND

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#### CLARIANT

**Dec. 2004 to Mar. 2023**

(International specialty chemical company based in Switzerland with operations on five continents)

#### **Regional Marketing Communication Leader Latin America**, Jan. 2021 to Mar. 2023

- Reporting to the Global Head of Marketing Communication (Switzerland). Team formed by a professional based in Brazil and a network of vendors for Latin America.
- Implemented strategic planning of Marketing Communication for six business units in Latin America, ensuring consistency and effectiveness in brand positioning and portfolio promotion.
- Developed global multi-channel campaigns for product launches focusing on sustainability for the mining, and oil & gas industries.
- Managed the company's participation in several trade fairs, congresses, and online and in-person events in six Latin American countries (Brazil, Argentina, Colombia, Chile, Peru, and Mexico), generating stronger awareness of the product portfolio and activation of key-customer.

#### **Head of Communication Services Latin America**, Jan. 2009 to Dec. 2020

- Reporting to the Global Head of Communications (Switzerland) and the Latin America President. Team formed by three professionals in Brazil and Mexico, and an indirect team formed by trained Communications "representatives" in the other countries LATAM.
- Led the Communication department, and respective activities and projects in Latin America (Brazil, Argentina, Chile, Colombia, Peru, Guatemala, Venezuela, and Mexico).
- Implemented internal communication planning and management of online (digital) and face-to-face channels in eight countries and 20 sites in Latin America (Portuguese and Spanish languages), including intranet, digital TV, internal campaigns, webinars, corporate events, and dialogue channels with top management, impacting nearly 2,000 employees.
- Organized an employee engagement program for Brazil and for the global Communication team.

- Developed relationship with the press, especially trade media, including preparation and follow-up of interviews with executives.
- Established the crisis and emergency communication management program in the company's units in Latin America, comprising training for local teams and spokespeople.
- Developed a regional communication plan for several business acquisitions and divestments in alignment and close collaboration with global guidelines.
- Managed the company's participation in trade fairs and customer events, including opening events for new units.
- Implemented the company's rebranding project in the region.
- Acted as a member of the Regional Sustainability Committee, participating in the working group aiming to list the company in the Exame Sustainability Guide. The company was listed with distinction for two consecutive years.
- Helped develop content for sustainability reports, supporting ESG strategy.
- Implemented a communication and relationship program with the local community in the city of Suzano, developing several social projects, including using incentive laws. Supported the set-up of similar programs in other company units in Brazil.

**Communication Specialist**, Dec. 2004 to Dec. 2008

- Coordinated internal communication, media plan, media relations, crisis communication, and organization of trade fairs and customer events for Brazil.

**INDEPENDENT CONSULTING**

**Mar. 2002 to Nov. 2004**

- Performed consulting services for chemical companies to organize participation in trade fairs and events.

**CLARIANT**

**Jul. 1997 to Feb. 2002**

**Communication Analyst / HR Assistant**

- Set-up the communications department, managing internal, external, and marketing communication in Brazil.

**EDITORA NOVA CULTURAL / CÍRCULO DO LIVRO**

**Feb. 1995 to Feb. 1997**

**Editorial Assistant**

- Coordinated books' editing and publishing, especially through partnerships with foreign publishers (encyclopedias, movie guides, language courses, and children's books, etc.).

**EDUCATION**

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Master in Global Governance and International Policymaking, PUC-SP (Starting in Aug 2023)

Extension course in "Stakeholders & ESG", FIA Business School (2022)

MBA in "Management of International Business and Operations", FIA Business School (2017)

Specialization in "Corporate Communication", Faculdade de Comunicação Social Cásper Líbero (2001)

Bachelor's degree in "Social Communication / Journalism", Universidade de Mogi das Cruzes (UMC) (1993)

**ADDITIONAL COURSES**

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Digital Transformation / Marketing 4.0, ESPM (2021)

Leading Organization Performance Program, London Business School (São Paulo) (2017)

Finance for Executives, INSPER (2013)

Stakeholders' Management and Engagement, ESPM (2012)

Marketing Management, FGV (2010)

**LANGUAGES**

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Fluent in English and Spanish