

## ANNOUNCEMENT

### **PR leader Bob Pickard appointed Executive Fellow at CFFO** *Senior communication expert to advise on strategy, provide PR counsel*

**Claremont, CA, December 20, 2016** – Prominent global public relations leader Bob Pickard has been named an Executive Fellow for the Center for the Future of Organization (CFFO), an independent think tank at the Drucker School of Management at Claremont Graduate University.

Having built public relations consulting businesses over 25 years based in the U.S., Japan, Canada, South Korea and Singapore, Pickard is among the PR industry’s best known and most respected international executives and he is an expert in social media for corporate communications. Currently he is Principal of Signal Leadership Communication Inc. of Toronto.

“Bob’s proven social media prowess with his PR track record counseling leaders of U.S., European and Asian multinationals will help communicate our mission to large and complex organizations worldwide,” said Roland Deiser, CFFO Founder & Director. “He will also advise us on our research focus and help increase the awareness in the corporate communications world – and the c-level at large – on the importance of social technologies as drivers of competitive advantage.”

“I look forward to working with Dr. Deiser in contributing my insights and leveraging my network to build visibility, understanding and support for the Center’s pioneering thought leadership activities,” said Pickard, who will also serve as CFFO’s PR counsel.

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**The Center for the Future of Organization (CFFO)** is an independent think tank at the Drucker School of Management at Claremont Graduate University. Its mission is to serve as a global hub for applied research and practical discourse on new paradigms of Leadership and Organization with special regard to the role of social network technologies as drivers of competitive advantage.

Current major activities include The Global Organizational Social Media Literacy (OSML) Project (a longitudinal empirical study about adoption patterns of social media literacy in large organizations) and The Six Skills Global Dialogue (an ideation initiative designed to deepen our understanding of how social media is transforming the texture of organizations and the practice of leadership).