



David Zaruk

Taking on challenges in EU Public Affairs,
Public Relations, Communications, Education

Personal Profile

Mid-Atlantic
“Euro-Saxon”
European expert
Analytic visionary
Innovative thinker
Engaging PR
Animated speaker
Communovator
Problem solver
Tireless networker
Opportunist

Work History

2007 - present

2006 - present

2005 - 2007

2005-2006

2001-2004

2000-2001

1995-2000

Academic History

1989-2001

1985-1988

1982-1985

Personal Data

Birth details
Nationality
Status
Languages
Training
Hobbies

Professional Profile

Communications – Has applied all communications tools in practice. A Communovator.
Risk Communicator – understands risk management techniques, crisis issues.
Science Communicator – led projects to improve public understanding of science.

Management – set up GreenFacts, a science communications non-profit.
Initiated fundraising, communications, PR, finance, HR, budget strategies.
Implemented change management process at Cefic - EU Chemical Industry Council

European Public Affairs – active in EU programmes, forums, working groups.
Public Relations – networking, relation-building, university lecturer on public affairs.
Stakeholder Dialogue – involved in multi-stakeholder environment and health debate.

Public Speaking – gives entertaining presentations, university lectures, panel discussions.
Moderator – moderated and rapporteured international conferences, organized events.

Academic Positions, Brussels

Vesalius College, VUB (*Assist. Professor*: EU Lobbying; PR; Corporate Communications)

Institute for European Studies, VUB (*Senior Associate Research Fellow*: EU Env-Health)

Risk Perception Management : *Founder, Risk Management Consultant*
Bridging gap between academic risk theories and practical needs; risk issue management.

Cefic (European Chemical Industry Council)

2006-07 Chemistry for Europe Programme Council : *Sector Group Relations Manager*
Change Management position to reorganize the Chemical Industry’s sectoral strategy.

2005 Product Stewardship Programme Council : *Communications Manager*
Responsible for communicating the European chemical industry’s position on REACH.

Burson-Marsteller (International PR-PA consultancy) *Director, Public Affairs*
Serving clients in risk issue management domains: chemicals, healthcare, agro-sciences.

GreenFacts asbl (Science Communications non-profit) *Operations Manager*
Played a major role in the creation of a science communications organization.
Promoted stakeholder dialogue; developed and lobbied science stewardship projects.
Participated in EU institution activities (SCALE, REACH), organized major events.

Solvay SA, (Belgian Chemicals-Pharma Group) *Internal Communications Officer*
Responsibilities included annual report, in-house magazine, communicators’ network.
Restructured internal Intranet communications strategy – created the Solvay Webzine.

Solvay Research and Technology, *Independent communication skills trainer*

Ph.D. in Philosophy, Katholieke Universiteit Leuven, HIW
Dissertation: *An Analysis of Kant’s Concept of Dignity*

Licentiate in Philosophy, Katholieke Universiteit Leuven, HIW
Thesis: *Virtue and Duty: A Perspectival Overview*

Bachelor of Arts, Brock University, St Catharines, Canada

24 May 1963, St Catharines, Canada
Canadian, Belgian Permanent Resident (1985)
Married (1987), three children (1992, 1993, 1995)
EN (native), NL (good), FR (working), DE (passive)
Team Leadership, Fundraising, Website Design, Media Relations
Long-distance running, Lions Club, history buff, raising three teenagers



Annex to David Zaruk's CV

Achievements and Highlights

**Taking on challenges in EU Public Affairs,
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Communications *Communicating Innovation, Innovating Communications*

- ⇒ Communicated Cefic's position on REACH as it went through the EU Parliamentary process.
- ⇒ Science and risk communications consultant for several large research-based multinationals.
- ⇒ Conceived the GreenFacts communications strategy, identifying its targets and indicators.
- ⇒ Designed the GreenFacts brand, brochures, publicity and logos.
- ⇒ Wrote press releases, newsletters and press articles (GreenFacts), internal press (Solvay).
- ⇒ Has been a standard-bearer in science and risk communications issues, speaking on trust and credibility, governance in a multi-stakeholder world. Leader in sustainability communications.
- ⇒ Editor-in-chief of Solvay Live (in-house quarterly magazine).
- ⇒ Designed and launched the Solvay Webzine in 2000, a pioneer in internal web communications.
- ⇒ Developed a novel science communications technique in the early days of the Internet.
- ⇒ Responsible for communicating the Solvay innovation strategy.
- ⇒ Assistant Professor in Communications, Vesalius College, VUB (since 2006).

Management *On the lookout for opportunities, making people partnerships, networks*

- ⇒ Set up Risk Perception Management, an organization that bridges the gap between academic risk communications theory and corporate risk issue management needs.
- ⇒ Change Management position involved in implementing Cefic's restructuring programme.
- ⇒ Operations Manager for GreenFacts, a non-profit start up in 2001.
 - ◇ Handled HR, finance and budget (€ 500,000 pa - under budget for three years).
 - ◇ Developed and implemented the fundraising strategy, created partnership programmes.
- ⇒ Administrator on the boards of ESPERE (Germany) and Association Universitaire pour l'Environnement (Belgium). President of Lions Club Brussels Heraldic (2007-2008).
- ⇒ Built up a network of partnerships with science communications organizations. Cooperated with various universities, think tanks and media organizations.
- ⇒ Managed and coordinated the Solvay Communicators Network.

European Public Affairs *Finding fresh ideas from a mid-Atlantic perspective*

- ⇒ Environmental Health risk issue management consultant (Risk Perception Management)
- ⇒ Director of Public Affairs at Burson-Marsteller, involved in product defence, lobbying and PR.
- ⇒ Nominated as a European Expert Evaluator in 2004, (specialization: science communications, risk management); Presently on expert panel of an EU consortium for the Leonardo programme.
- ⇒ Selected to the EU multi-DG SCALE consultative forum on children's environment and health strategic action plan (2003-04).
- ⇒ Rapporteur to the European Union Research Advisory Board (EURAB) for the Working Group on the Societal Dimension of Research (2006-07)
- ⇒ Lobbied REACH teams in DG Environment and DG Enterprise to specify communications guidelines for eventual publication processes.
- ⇒ Participant in think tank working groups (Friends of Europe, European Policy Centre).

Public Speaking and Events *Seducing and charming the audience*

- ⇒ Adjunct Assistant Professor, Vesalius College, VUB, Brussels, Faculty of Communications. Courses taught : EU Lobbying, Corporate Communications and PR.
- ⇒ Has designed and implemented multi-day training courses (lobbying, communications, risk)
- ⇒ Has delivered speeches and keynotes at international events in Europe and North America on EU, science communications and risk issues. Actor in the risk communications world.
- ⇒ Served as moderator and rapporteur at international events (EU Commission, Council, Industry).
- ⇒ Conceived, financed and organized conferences and events on science communications.