

JOSEPH FERNANDEZ

CONTENT CREATION /CORPORATE COMMUNICATIONS/KNOWLEDGE MANAGEMENT

Author & Communications Leader with 30+ years of diverse Industry Experience

CAREER OBJECTIVE

To transform people, communities, organizations and nation states through communications initiatives that deliver transformative results

ACHIEVEMENTS AND RESULTS

- Authored Corporate Communications: A 21st Century Primer, (Response Books, 2004); A pioneer title, listed at the US Library of Congress and in 1521 university libraries worldwide. Featured contributor to Writing Today (Orient BlackSwan, 2016), Journal of Internal Communication (Gatehouse, 2013) and Internal Communications (Response Books, 2012)
- Edited and published 15 editions of Business Mandate, the MMA (Madras Management Association) in-house magazine; contributed to over 14 international and national publications since 1990
- Headed UST Global Corporate Communications from March 2006 till October 2010. Led UST Global onsite digital transformation engagement for Fortune 50 retailer, incorporating cloud computing, mobility & social media
- Co-founded and led Median, one of India's first pure-play corporate communications firms in 1998. Created communication strategies that built client revenues by 25% while cutting their costs by 50%
- Rebranded MRF, India's largest tyre Company and launched India's first modem campaign for Motorola ISG. Led team that created Automeet, India's first automobile portal for Goldwire
- Contributed to Cardiff City 'Euro City' Campaign (1995) under the aegis of Cardiff City Council. Have served as catalyst and curriculum developer since 2009 at Kanthari International (www.kanthari.org) at Trivandrum
- Authored and edited 3000 articles, columns and features, created 50 websites and published over 25 books in the areas of arts, business, communications, history, healthcare, lifestyle and management
- Led over 25 master-classes for organizations & institutions in the US, UK, Singapore, Vietnam and India; Taught classes since 1995 at Cardiff University (UK), Madras University, Christ University, Kerala University
- Better world initiatives: Kerala State Health Dept. COVID-19 Publications (2020), Music Café (2013-2015), Goal Technopark Soccer Tournament (2008-2010), Colors (2006-2015), Adayar Cancer Institute (2005), PMT Trust (2002), No More Bhopals (2001), INP+ (1999), AICUF (1990), NSS (1989), TAIZE (1985) Bharat Scouts (1976-1985)

EDUCATION

MA Journalism, Cardiff University
PG DJMC, Madras Christian College
Bachelor of Commerce, Loyola College
Don Bosco Matriculation Hr. Sec. School
Sishya School, Chennai, India

EXPERIENCE

2020—Present

Tekton Solutions—Founder

Tekton Solutions creates content that transforms people, communities, organizations and nation states that achieves communication goals and delivers transformative results

2019—2019

Applexus—Marketing & Communications Program Leader

I worked with the Marketing and Corporate Communications function at Applexus to create the corporate website showcasing business consulting, SAP services and digital innovation

Apolis—Head, Marketing and Corporate Communications

I headed the Marketing and Corporate Communications function at Apolis focused on ERP, Ecommerce and Staffing services powered by Cognitive Services

2017—2019

McFadyen Digital - Director, Digital Content and Corporate Communications

I headed the Digital Content and Corporate Communications at McFadyen Digital. Here I helped start up the company's thought leadership program through blogs, ebooks, publications, and videos.

2006—2015

UST Global—Corporate Communications and Marketing Communications

I led UST Global Corporate Communications: branding, leadership messaging, daily newsletter, employee engagement, intranet, website, social media and over 100 corporate films. Also worked with UST Retail Vertical, Health Group and Digital Transformation in strategic roles.

1998—2006

Median Communications—Founder

Median was one of India's first pure-play corporate communications firms whose portfolio spanned marquee clients like Apollo Hospitals, Campus-Abroad, IBM, Kinley Water, MMA, SSI and SSN Institutions. Pioneered benchmark practices that inspired the Corporate Communications Primer published in the year 2004

1996—1997

Goldwire Communications—Copywriter

Worked as Copywriter, Goldwire Communications creating campaigns for companies like MRF, Motorola ISG, and Automeet. Also served as Content Editor for Automeet, India's first automobile portal from 1998 to 2001.

1991—1994

Aside Publications—Reporter and Sub Editor

Interned as Reporter and became Sub Editor for Aside, India's first city magazine. Wrote and edited over 150 features covering arts, business, culture, events profiles, politics, trends and investigative reporting.

1990—1991

Reflections Advertising—Junior Copywriter

Reflections Advertising is a mid-sized advertising agency specializing in environmental branding for industrial clients. Worked on ad campaigns for clients like SRFF, Spartan Group and Q-Flex Cables.

ADDRESS

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