

# JÖRG MOBERG

Experienced Communications Executive

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## Summary

With substantial experience in strategic communication planning and a clear focus on internal communication and team management, I bring a proven track record of driving employee loyalty, brand awareness via media relations and client focus. My expertise in leading diverse teams and managing key projects, crisis situations, combined with my ability to provide leadership advise on all levels, positions me to make a significant impact. I describe my self as a good mix of strategic thinking and hands-on, working closely with my team.

## Strengths

### Strategic Communication

Led international teams of 20+ in developing and executing internal and external strategic communication plans. Strong advisor to senior management, proven crisis communication manager.

### Change & Transformation leader

Worked closely with cross-functional teams to drive project success, managing major strategic projects as communication lead. Successful in matrix organisations due to personal leadership strengths.

### Business Development

Established strong relationships with business lines and client-facing teams. Strong support of business in all areas of targeted communication. Successful implemented a growth strategy in Sweden.

## Experiences

Banque Internationale à Luxembourg	Luxembourg
Head of Corporate Communications	2019 - 2023
Successfully restructuring of the communication teams and implementing a functional internal and external communication strategy.	
<ul style="list-style-type: none"><li>Implementation of a new internal communication strategy including a new social corporate intranet solution and new state-of-the-art formats.</li><li>Communication lead for a major transformation project, integrating business communication and change management and working with European and local regulators (ECB / CSSF).</li><li>Successful management of complex crisis situations, strong cooperation with Board and Executive Committee as well as shareholders.</li></ul>	
Fidelity International	Luxembourg
Head of Employee Communications Continental Europe (CE)	2016 - 2018
Successful development and implementation of an internal communication strategy across Continental Europe, boosting employee satisfaction.	
<ul style="list-style-type: none"><li>Achieve 1st place in global eNPS ranking (coming from last place) with dedicated and tailored tool set.</li><li>Implementation of new intranet based on SharePoint and other tools: video, audio, meeting formats.</li><li>Well recognised advisor to senior management across Continental Europe including crisis situations, member of CE Management Team.</li><li>Organisation and moderation of internal business events, i.e., regular meetings for sales teams across CE with 200+ participants.</li></ul>	
Fidelity International	Luxembourg
Head of Corporate Communications	2014 - 2015
Implementation of a communications strategy for Continental Europe.	
<ul style="list-style-type: none"><li>Managed a 20+ communications team in CE in a matrix organisation.</li><li>Worked closely with teams to execute strategic plans, ensuring to speak with "one voice across the region.</li><li>Organisation of media events for journalists in Continental Europe to share knowledge.</li></ul>	
Deutsche Bank PBC Banking Services	Frankfurt
Head of Change & Communications	2012 - 2014
Managing a huge transformation in a complex political situation, merging two very different corporate identities.	
<ul style="list-style-type: none"><li>Implementation of a communication strategy to align 10,000 employees in 16 locations from Deutsche Bank and Postbank behind a new formed service organisation.</li><li>Implementation of a new communication platform.</li></ul>	
fischerAppelt advisors	Frankfurt
Director Frankfurt	2011 - 2012
Leading the Frankfurt office of PR agency fischerAppelt	
<ul style="list-style-type: none"><li>Servicing Clients from the financial industry (Investment Funds, Credit Cards) as "Lead Finance" in cooperation with experts from other locations and branches.</li></ul>	
Brothaus Moberg	Stockholm
Founder and Owner	2007 - 2011
Building and running a successful sourdough bakery together with my wife. 2 own shops and sales via 60+ retailers.	

## Experiences

### Fidelity International

Director Corporate Communications Germany & Austria / Director IFA Sales / Global Head of Corporate Communications / Head of Corporate Communications Nordics/Benelux/DACH

Successfully covering communication and sales responsibilities in Frankfurt, London and Stockholm

Frankfurt/London/Stockholm

1998 - 2007

- Strong focus on business development which resulted in promotion to sales role, rebuilding client trust after crisis situations.

## Additional Experience

### Communication roles at various companies

Frankfurt

Project Lead & Head of Communications

1989 - 1998

F.A.Z. / Organisation of Cooperative Banks / GZS GmbH

## Education

### Georg-August Universität Göttingen

Göttingen, Germany

M.A. (Magister Artium) Linguistics, History, Scandinavian languages

1984 - 1990

### Johann Wolfgang Goethe Universität Frankfurt am Main

Frankfurt, Germany

Studies in Linguistics, History, Scandinavian languages

1980 - 1984

## Skills

Strategic Planning · Media Relations · Employee Communications · Change Management · Leadership Advice · Team Leadership · Team Development · Project Management · Corporate Communications · Event Planning · Content Development · Business Development · Transformation Management · Moderation & Presentation

## Additional Skills

Microsoft: working and collaboration tools

Video production and editing: Adobe Suite · iMovie

CMS: Sharepoint · various systems (Staffbase etc) · Tool / Technology

CRM: Salesforce and related Marketing tools

## Languages

Swedish Native ●●●●●

German Native ●●●●●

English Fluent ●●●●●

French Advanced ●●●●●

## Achievements

### Employee communication

Achieved significant improvements in employee engagement and loyalty, demonstrating my commitment to internal communication as a key success factor.

### Team Leadership

Successfully led diverse international teams in matrix organisations and high-pressure environments, fostering collaboration and boosting productivity.

### Senior Advisor

Trusted advisor to senior management on all levels, supported by profound business understanding with a focus on financial industry.

## Passions

 Semi-professional volleyball player and coach

 Road cyclist and Nordic skiing enthusiast

 Medieval and modern history