

Adam Harrison, PhD

Impactful Global Corporate Affairs

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Commercially-Driven Corporate Affairs Executive & Thought Leader

Known for building and leading best-in-class corporate affairs (CA) strategies and teams to deliver remarkable value for diverse businesses. Respected for empowering organizations to succeed through political/regulatory changes, greater proliferation of social media channels, activist shareholders, and a non-stop news cycle. Adept at demystifying complicated concepts and tailoring government relations to achieve ambitious goals. Key achievements include:

- ✓ Built Thriving CA Function Despite 60%+ Headcount Cuts
- ✓ Increased Global CA Financial Contribution by 15%
- ✓ Generated €5M+ with Profound Local Campaigns
- ✓ Raised Employee Engagement Scores from 45% to 85%+
- ✓ Ranked Among Top 1% of Leaders for 4 Straight Years
- ✓ Served as Visiting Professor at 4 Universities
- ✓ Saved €2M+ in African Countries
- ✓ Won Several Performance Awards
- ✓ Wrote 14 Influential Publications
- ✓ Managed Budgets up to €40M
- ✓ Led Global Teams up to 130
- ✓ Gained Fluency in 4 Languages

Executive Career

ABC BRANDS, Bristol, England & Brussels, Belgium

2010 to Present

A parent company of ABC Commodities, this corporation sells brands in 140 markets worldwide.

Head of Group Corporate Affairs, 2016 to Present

Corporate Affairs Leadership: In-Direct Reports: 130 / Division P&L: €40M / Global Sales: €10B / Global Operating Profit: €4.5B
Direct Managerial Leadership: Direct Reports: 12 / Expense Budget: €15M / Report to: Group General Counsel

Optimize government relations, brand visibility, and company reputation by building an elite global corporate affairs function to better support the business. Continually identify and capitalize on opportunities to improve messaging consistency, efficiency, and cost effectiveness in all CA initiatives. Maximize employee/stakeholder engagement while sharing best practices across the business. Frequently travel to the United States, Africa, and Europe to refine regional/market strategies. Hire top-tier performers and align assignments to the best suited talent.

Transformed the CA function into a lean, agile, and economical organization during a time of extreme downsizing. Positioned division to thrive while reducing the headcount by 75% and the budget by 60%.

- **Increased Global CA financial contribution by 15% per annum in 2016 and 2017.** Opened lucrative opportunities by mobilizing diplomatic networks throughout Ukraine, Africa, and Eastern European countries.
- **Raised employee engagement scores from 45% to 85%+ in 16 months.** Empowered global CA community with high-impact communication tools/messages and inspired teams to deliver far beyond their perceived potential.
- **Proved CA's strong commercial value and instilled a renewed sense of pride in the global function.** Improved organizational reputation by boosting communication consistency and efficiency among worldwide stakeholders.
- **Received the highest internal performance ratings, ranking among the top 1% for 4 consecutive years.** Skillfully balanced opportunities against costs and consistently delivered more value for the business.
- **Achieved immediate success while launching CA strategy for Next-Generation Products (NGPs).** Instantly onboarded 300+ global employees, simplified processes, and clarified CA goals to drive swift results.

Global Head of Corporate Affairs Strategy, 2014 to 2016

Direct Managerial Leadership: Direct Reports: 12 / Indirect Reports: 20 / Budget: €3M / Reported to: Head of Group CA

Led and motivated CA teams across the €1.2 billion Europe (EU) Region to peak performance levels. Built new strategic framework for CA and NGPs, and restructured EU organization to ensure effective delivery. Developed and championed new mission and organizational structure to better support the business. Managed the Brussels Office and chaired the European Tobacco Association (CECCM).

Built sustainable CA practice and brought all European markets/businesses on board with a single, powerful branding focus.

- **Generated €3+ million in additional CA financial contribution** by producing a fully coordinated/aligned global engagement strategy that has been deployed worldwide.
- **Averted major corporate crisis during EU Edible Products Directive (EUEPD)**, transforming it into a positive commercial outcome by improving communications with the outside world.
- **Won High-Performer Award** during Ashridge Leadership Course and earned nomination into the top global talent pool.

Divisional Head of Corporate Affairs, 2010 to 2014

Direct Managerial Leadership: Direct Reports: 7 / Budget: €2M / Reported to: Group Head of CA Strategy

Filled newly created position to run the CA function of ABC Commodities' 3 largest sales divisions, which generated a combined net profit of €2 billion in 50+ countries around the world. Visited commercial markets in Spain, France, Germany, Poland, Senegal, Morocco, and Burkina Faso. Gained in-depth understanding of local government relations.

Set up the right team, structure, and commercial processes to effectively deliver agenda in diverse global markets.

- **Saved €2+ million in African countries alone** after leading several key excise and regulatory successes. Won the 2013 ABC Superstar Award in recognition of performance excellence.
- **Devised inventive new ways for CA to engage more commercially across business lines;** applied novel solutions to unique challenges faced in different countries and introduced commercial reporting standards.

EUROPEAN INSTITUTE OF PUBLIC ADMINISTRATION (EIPA), Maastricht, Netherlands 2007 to 2010

Non-profit organization providing EU public affairs education and consultancy to governments and public-sector clients.

Consultant, European Affairs

Directed global consultancy projects and traveled worldwide to deliver quality content for clients seeking to strengthen lobbying effectiveness, EU process knowledge, or international communications. Worked closely with clients to determine needs and delivered training, seminars, and presentations. Aggressively grew business by onboarding new clients and generating repeat business. Managed 2 interns and a €100,000 operating budget.

Garnered extensive media coverage, launched new book, and expanded research outputs to enhance organizational reputation.

- **Consistently exceeded business development targets** and generated tremendous publicity, reviews, and sales.
- **Held English and French workshops** in Peru, Colombia, Honduras, Costa Rica, Kenya, Cameroon, Togo, Ghana, and Geneva.

Academic Excellence

UNIVERSITY OF OXFORD, Oxford, England
PhD in International Economic and Political Relations (Distinction)
BA in Modern European Studies (Honors)

INSTITUT D'ÉTUDES POLITIQUES DE LYON, Lyon, France
DEA de Science Politique (Class 13/20)

BOARD MEMBERSHIPS:

Global Leaders Group of the
 Public Affairs Council (2017 to Present)

European Commodity Manufacturers
 Association (2014 to Present)

Global Perspective & Thought Leadership

- **LANGUAGES:** French, English, German, and Portuguese (fluent); Spanish and Dutch (basic)
- **PUBLICATIONS:** Wrote 3 books, 2 chapters, and 9 articles from 2009 to 2015
- **VISITING PROFESSORSHIPS:** Taught Government Relations and EU Affairs at Solvay Brussels School of Economics and Management in Brussels, Belgium (2016 to Present), EU Business School in Geneva, Switzerland (2014 to 2016), University of Amsterdam in Amsterdam, Netherlands (2011 to 2013), and Kasetsart University in Bangkok, Thailand (2009 to 2011).

Résumé Strategy

For this corporate affairs executive and thought leader residing in Brussels, Belgium, I wanted to have an incredibly sharp and dynamic presentation, so I designed a unique header that incorporated his initials into a metallic world map.

Since he wanted to work for American companies in Belgium, I expressed all dollar figures in euros and kept the language in American English.

In Belgium, it is common (and often expected) to include a picture of yourself within the resume presentation. The client came to me with a very modern black-and-white photograph that I designed the entire presentation around. However, for this fictionalized sample, I used a purchased stock image instead to further protect my client's identity.

One of the difficulties with this particular assignment was that the client had long worked for a company that specializes in a particular product that suffers mightily from diminishing popularity/value worldwide. While he was able to significantly increase the value of his department under tough circumstances, the overall business continues to shrink, as does the market it targets. Therefore, I wanted to spotlight the great strides he was able to make given his circumstances.

For this reason, I focused mainly on his success as a corporate affairs executive and his prowess as a thought leader while keeping the introduction as industry agnostic as possible. While describing his long-term employer, I focused on general brands and commodities, not the specific product he represented. It was important to reposition him for growth industries.

I also provided an additional scope to his leadership in his current position to show the overall value of the massive global corporate affairs division he currently leads in a matrixed fashion. I wanted these more impressive numbers to be remembered by the reader while they read all of the preceding positions, which had smaller leadership scopes.