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# David Zaruk

**A challenging career as a risk-related Issue Manager :  
Public Affairs, Public Relations, Communications, Education**

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## Personal Profile

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

## Work History

2005 - present  
**Cefic** (European Chemical Industry Council)  
**2006** *Chemistry for Europe Programme : Sector Relations Manager*  
Change Management position to reorganize the Chemical Industry’s advocacy programme  
**2005** *Product Stewardship Programme : Communications Manager*  
Responsible for communicating the European chemical industry’s position on REACH  
2005-2006  
**Burson-Marsteller** (International PR consultancy) *Director, Public Affairs*  
Serving clients in risk issue management domains: chemicals, healthcare, agro-sciences  
2001-2004  
**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 conferences.  
2000-2001  
**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.  
1995-2000  
**Independent trainer**, (during studies) Solvay Research and Technology, NOH  
Ran communications training (negotiations, presentations) and language courses.

## Academic History

1989-2001  
**Ph.D. in Philosophy**, Katholieke Universiteit Leuven, HIW  
Dissertation: *An Analysis of Kant’s Concept of Dignity*  
1985-1988  
**Licentiate in Philosophy**, Katholieke Universiteit Leuven, HIW  
Thesis: *Virtue and Duty: A Perspectival Overview*  
1982-1985  
**Bachelor of Arts**, Brock University, St Catharines, Canada

## Personal Data

Birth details 24 May 1963, St Catharines, Canada  
Nationality Canadian, Belgian Permanent Resident  
Status Married (1987), three children (1992, 1993, 1995)  
Languages EN (native), NL (good), FR (working), DE (passive)  
Training Team Leadership, Fundraising, Website Design, Media Relations  
Hobbies Long-distance running and cycling, tennis, history, family activities



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# Annex to David Zaruk's CV

## Achievements and Highlights

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### **Communications** *Communicating Innovation, Innovating Communication*

- ⇒ Communicated Cefic's position on REACH as it went through the EU Parliament process
- ⇒ 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).
- ⇒ Took a lead in science communications and risk communications issues, speaking on trust and credibility, governance in a multi-stakeholder world.
- ⇒ Editor-in-chief of Solvay Live (in-house quarterly magazine).
- ⇒ Designed and launched the Solvay Webzine in 2000
- ⇒ A main actor in implementing the Solvay innovation strategy.
- ⇒ Developed communications courses (negotiating, presentation and public speaking skills).

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

- ⇒ Setting up Risk Perception Management bvba, 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 the fundraising strategy, raising € 80,000 in fresh funds in launch year.
- ⇒ Administrator on the boards of ESPERE (Germany) and Association Universitaire pour l'Environnement (Belgium).
- ⇒ 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*

- ⇒ 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);
- ⇒ Selected to the EU multi-DG SCALE consultative forum on children's environment and health strategic action plan (since October 2003).
- ⇒ Keynote speaker and rapporteur for the Risk Communications parallel session of the Dutch Presidency's implementation conference for SCALE (December, 2004).
- ⇒ Lobbied REACH teams in DG Environment and DG Enterprise to specify communications guidelines for eventual publication processes.
- ⇒ Active participant in think tank working groups (Friends of Europe, European Policy Centre).

### **Public Speaking and Events Management** *Seducing and charming the audience*

- ⇒ Has delivered speeches and keynotes at international events in Europe and North America on EU, science communications and risk issues.
- ⇒ Served as moderator and rapporteur for international events (DG Research, EU Council, ECPA).
- ⇒ Guest lectures at universities (ULB, VUB), and for European Commission programmes.
- ⇒ Conceived, financed and organized conferences and events on science communications.