

CHICAGO

FOR IMMEDIATE RELEASE

Media Contact:
Maryellen Thielen, ABC
IABC/Chicago
(773) 685-4410
mtthielen@aol.com

Motorola Communications Professional Earns Accreditation Designation

CHICAGO, Nov. 24, 2008 – Susan D’Alexander has earned the Accredited Business Communicator (ABC) designation from the International Association of Business Communicators (IABC).

“Earning an ABC is an outstanding personal and professional achievement in our complex and growing field,” said Karen Utterback, ABC, president of the IABC/Chicago chapter. “Susan meets a global standard for her ability to manage the communications function, think strategically, establish meaningful objectives and measure her success.”

Susan D’Alexander, ABC is a senior communications consultant at Motorola, Inc. She is responsible for human resources communication for nearly 57,000 employees worldwide, including internal communication of Motorola’s U.S. health and welfare benefits. D’Alexander won two awards for her work in IABC’s 2007 Gold Quill competition, which recognizes outstanding achievement in communication around the world.

Earlier in her career, D’Alexander was responsible for internal or marketing communications for a number of Motorola businesses, including Motorola University. She joined Motorola in 1984 after working at GE Capital Railcar, Nabisco and Northwestern Memorial Hospital, Chicago. D’Alexander received her bachelor’s degree from Western Illinois University and her MBA from Roosevelt University.

D’Alexander has joined a select group of accredited professional communicators – about 800 throughout the world and 18 in the Chicago area. IABC’s accreditation process consists of rigorous evaluation that identifies and recognizes highly qualified, well-rounded communicators through a review of their portfolio of work, as well as written and oral examinations. A 2007 study of accredited business communicators in seven countries found that IABC’s accreditation program is a gateway to learning and advancing the practice of strategic communication management. A majority of current and former supervisors who participated in the study said ABCs provided more credibility to their departments or organizations, while a majority of clients perceived ABCs as having an increased understanding of effective communication practices. Large majorities of the ABCs surveyed said that becoming accredited improved their resumes, increased their confidence, enhanced their credibility and gave them peer approval and recognition.

- more -

The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 16,000 members in 70 countries with a multi-disciplinary approach to corporate communication, public relations, employee communication, marketing communication, media relations, community relations, public affairs, financial communications and government relations. IABC/Chicago (www.iabcchicago.com) is the oldest – and one of the largest – IABC chapters in the world, with more than 500 members.

#
