

# CORPORATE COMMUNICATION NOUA PARADIGMĂ

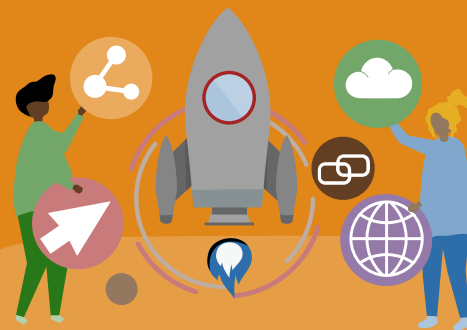
Dana Dobrescu  
Corporate & Government Affairs Romania  
Mondelez International



**DE LA 5 ANI  
LA 5 LUNI**



# NAVIGĂM ÎN BAZA UNEI HĂRȚI NOI



**INCERTITUDINE**



**NETWORKING**



**ANTICIPARE**

**DE LA *SUPPORT*  
LA *ENABLER***



# COMUNICAREA CORPORATE CA FUNCȚIE STRATEGICĂ - UN NOU ÎNȚELES



**OPERAȚIONAL**



**LEADERSHIP**



**NOI KPIs**

A close-up photograph of a young woman with long, wavy brown hair. She has her eyes closed and a slight smile, holding a small piece of chocolate near her nose as if smelling it. The background is softly blurred, showing what appears to be an indoor setting with greenery.

**RELEVANȚA  
FRAGMENTĂTĂ**



**OWNED MEDIA**

**SOCIAL MEDIA**



**EMPLOYEES**

A top-down view of a wooden cutting board. On the board, there are several chocolate chip cookies. One cookie is broken into three pieces. A glass of milk is placed on a red and white checkered napkin. The background is a dark, textured surface.

**CRIZA NU MAI E  
UN MOMENT**



**SCENARII  
PROACTIVE**



**VITEZĂ DE  
REAȚIE**



**COERENȚĂ**

# CU CE PLECĂM:

**1** Comunicarea e driver de business, cu mindset operațional

**2** Relevanța vine azi din adaptabilitate, coerență, anticipare

**3** Focus pe construirea de ecosisteme de conversație, nu pe campanii



[DANA.DOBRESCU@MDLZ.COM](mailto:DANA.DOBRESCU@MDLZ.COM)