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Kristen Sukalac, New Prospero Partner, Brings Global Public Policy Expertise

28 October 2008, Antwerp & Paris; Kristen E. Sukalac, a veteran of global public affairs in agriculture and food production and co-founder of IABC France, has joined Prospero Communications as Partner and Senior Advisor. Prospero is an award-winning strategic communications firm that specializes in global communications services for the agribusiness sector.

"Kristen's expertise and experience are a great complement to our existing, multidisciplinary strengths," says Arnaud Cayrafourcq, founding Partner and Managing Director of Prospero. "Kristen brings exceptional skills in issues management and strategic communications. These will be of immense value to our clients, many of whom are navigating unprecedented global change in the wake of the current food and economic crises," he said.

"Kristen is an international communicator of extraordinary achievement, calibre and character," says Sarah Verplancken, founding Partner and Senior Advisor. "Her appointment enables Prospero to expand its reach to the international community in and beyond Paris, while at the same time offering new expertise in sustainable development and the global public policy arena. When combined with our core strength in integrated communications for complex global businesses, Kristen's talents further position Prospero as a unique communications firm with the resources and capabilities to advance our clients' business performance," she said.

Kristen has spent nearly ten years managing communications for global trade associations in agribusiness, first for the crop protection industry and then for the fertilizer industry. During this period, she worked extensively with the Food and Agriculture Organization (FAO) of the United Nations, the UN Commission on Sustainable Development (CSD), the International Fund for Agricultural Development (IFAD), the World Bank, The UN Environment Programme (UNEP) and the Organisation for Economic Co-operation and Development (OECD), among others.

A frequent member of business delegations to international policy meetings, Kristen has been particularly involved in debates regarding sustainable development and global agriculture. In 2002, she was chosen by the Business and Industry delegation as its representative during a ministerial dialogue on agriculture and sustainable development during the World Summit on Sustainable Development in Johannesburg, Africa. In 2008, she was the focal point for the global Business and Industry delegation to the UN Commission on Sustainable Development.

She has also been actively involved in recent efforts to redynamize African agriculture as the motor of broader economic development and food security. In this context her work has involved collaboration with the New Partnership for Africa's Development (NEPAD), the Alliance for a Green Revolution in Africa (AGRA), the African Development Bank (AfDB) and numerous international organizations.

After completing a BA in Politics and French at the University of Pittsburgh (USA) and a Masters/Diplome d'Etudes Approfondies at the College of Europe (Bruges, Belgium), Kristen began her career as a researcher at the Philip Morris Institute for Public Policy Research, a public affairs think tank that studied a broad range of questions concerning European integration and the evolution of the European Union. She is fluent in French and English, and her passionate desire to bridge cultural differences has led her to acquire survival skills in a number of other languages. She holds an American passport and has lived in Europe since 1994.

Kristen is a contributor to PR Conversations (www.prconversations.com), a collaborative blog with the "ambition of being a truly global environment for debate about public relations and its social impact". She has been a member of the International Association of Business Communicators (IABC) since 1999 and has held numerous positions at the local, European and global levels. She is a former Chair of the IABC Europe and Middle East Region and was co-founder of IABC France. She is currently a member of the European Society of Association Executives (ESAE).

**About Prospero**

Prospero is an award-winning strategic communications firm, based in Antwerp and Paris, specializing in global communications services and issues management in agriculture, food production and related areas. With an international clientele in the agribusiness sector, our approach is deeply rooted in our clients' business strategies. Since 1999, we've been delivering communications services that have a measurable, positive impact on the business performance of these highly innovative, often challenged industries.

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