

Claudia Granadeiro Tagliavini is the Public Affairs and Government Affairs Leader for Spain and Portugal at Dow. Her main activity is focused on managing stakeholder relations, leading various Communications areas such:



Employee Engagement: preparation of quarterly internal newsletter in three languages, coordination of communication sessions, campaigns and internal events, update of the Intranets of Iberian, internal forums and networks, etc;

Comunicación Externa: relations with the press, preparation of the annual public report, external events, management of external corporate website (www.dow.com/iberica), management of twitter and Facebook local accounts, organization of institutional presentations and speeches, as well as courses of spokesmen, development of key messages and position papers;

Crisis Management: planning of strategy, communications to internal and external stakeholders, writing of reactive statements, preparation of spokespersons;

Corporate Social Responsibility (CSR): management of donations budget for Spain and Portugal and the activities with the local community, campaigns of corporate volunteerism, etc;

Government Affairs: coordination of meetings with key stakeholders such as embassies, ministries, strategic customers, etc.

Also, leads and coordinates all external events of the company, as well as visits by senior executives to the facilities of Dow in Spain and Portugal, preparing briefing documents, key messages and speeches, besides meetings with high-level officials and customers.

Claudia is member of the Committee's Communication of the Federation of Spanish Chemical industry (FEIQUE) and its Board of Directors, PlasticsEurope and CICLOPLAST.