

Henry Jacques Bakker

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Head Communications | Media Relations Manager

Communications leader with 15+ years of success driving global engagements, building brand reputation, and navigating complex stakeholder landscapes across diverse industries. Boosted employee morale, secured media deals, and exceeded business goals through strategic communication campaigns. Spearheaded communication projects in Europe and the Middle East, fostering cross-cultural understanding and achieving strategic objectives. Expertise in internal/external comms, digital media, brand management, and sustainability initiatives. Dedicated advocate for Diversity, Equity & Inclusion.

Core Competencies

Internal & External Communications | Digital & Media Relations | Employee Collaboration | Branding Community | Diverse Corporate Communications | Executive Leadership | Stakeholder Engagement | Relationship Building & Management | Cross-Functional Team Coordination | Sustainability & Environmental Awareness | Business Strategy | B2B Marketing | Data Analysis Analytical Reasoning | Risk Management | Project Management Methodologies | Content Management Systems

PROFESSIONAL EXPERIENCE

Shell International BV | **Senior Internal Communications Advisor** | Sep 2018 - Present | Hague Area, Netherland

Developed impactful content, such as change management timelines and vision narratives, to empower line managers and leaders with effective messaging. Maintained finance functional leadership and employee satisfaction during a crucial leadership transition period, from one shell CFO to the next, resulting in five consecutive years of improved people survey scores. Crafted leader messages for Shell communities in written and video formats to optimise internal communications.

- Augmented financial trends encompassing employee engagement (from 73% to 82%), team leadership (from 74% to 84%), and organisational leadership (from 70% to 77%) within an impressive tenure of five years.
- Increased knowledge transfers globally for over 10K individuals by implementing the Yammer/Viva engage roll-out:
- Launched the Finance Vision 2024 for the global function and framed finance communication networks by incorporating Diversity, Equity & Inclusion (DE&I) into senior leadership messages:
 - Communicated Corporate Strategy, NBD and Acquisition-divestment communities into the CFO Directorate.
- Witnessed upward trends in engagement scores since 2018, surpassing CEO scores in the latest Shell People Survey cycle (2023).
- Performed regular pulse surveys, leveraging feedback for improvements, and contributed to an Operational Planning simplification project:
 - Communicated and crafted leadership messages aimed at reducing time spent on Management Information contributing towards time savings of up to 20-30%.
- Strengthened the group brand value proposition via crafting and communicating strategic corporate messages for organisational transformation and capability building.
- Designed communication channels with stakeholders and fostered customer, partner, and employee connections.
- Cultivated executive and employee advocacy by leveraging existing stakeholder networks and refining their stories for widespread sharing throughout the Groups/constituencies.
- Enhanced employee and stakeholder engagement with shell powering progress strategy by delivering compelling content.
- Led informal networks, including the CFO Lead cadre in enhancing Sr. Leader communication within the Finance function.

Aramco | **Corporate Communications Advisor** | Dec 2011 - Aug 2018 | Hague Area, Netherland

Established a communication framework by fabricating strategic policies for stakeholder outreach and engagements. Nurtured community relationships in the Netherlands and elevated Aramco's reputational standing by co-launching a CSR program with the Arab faculty of the University of Leiden. Gained internal communication and business outcomes by framing organisational transformative communications programs and employee town halls.

- Achieved a notable 10% YOY decrease in employee turnover from 2010 to 2016 by streamlining the internal engagement score for the transition period between three Managing Directors over six consecutive years.
- Ascertained a cohesive and integrated communication strategy and implemented performance management priorities, coordinating with content creation team members.
- Assessed brand reputation in the EMEA region using a reputation tracker. Collaborated with a contracted communications and PR agency to conduct in-depth qualitative interviews, gauging sentiments toward various facets of the brand.

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- Initiated strategic partnerships by providing recommendations to senior leadership on EU-policy communications that forged new relationships with external vendors and CSR partners.

Communications Director | [Green Exchange LLC](#) | Jan 2010 - May 2011 | London, UK

Formed communication guidelines and increased visibility by developing communications policies around key carbon markets and maintaining a proactive media outreach. Harmonised with EU and US carbon policymakers to stay updated with regulatory developments, which ensured alignment with industry standards. Worked with sales leads to strategise client engagement and allocate time effectively based on market dynamics.

- Heightened brand reputation and aligned goals related to carbon trading products by revamping product communications.
- Increased sales up to \$5M USD in the first quarter of 2009 by creating marketing and communication campaigns around environmental derivative product, launched on the Chicago Mercantile Exchange.
- Monitored and benchmarked market share against primary competitors, leveraging official data from Platts Emissions Daily.
- Tailored marketing communications content by dissecting the client base into subsegments, considering factors such as size, exposure to European CO2 Emissions limits, and specific business and profit models.

Media & Communications Manager | [European Climate Exchange](#) | May 2006 - Jan 2010 | London, UK

Pioneered and refined the external website, which increased brand value and accelerated performance metrics. Built a strong media presence and improved brand visibility by designing and maintaining annual media engagement with key press contacts. Located and integrated best communication practices, connecting pre-merger with ICE Futures Exchange.

- Accomplished sales growth (average 10-15% increase year-on-year), between 2006-2009, on environmental derivative products in ICE Futures Europe trading market.
- Drove external environmental product communications campaigns to companies, covered by the EU ETS.

ADDITIONAL EXPERIENCE

Press & PR Officer Eurojust – Hague, Zuid Holland

Marketing Communications Officer – European Space Agency | Noordwijk, Zuid Holland

Employee Resource Groups (ERG) – Chairperson of the LGBT+ ERG for Shell ('Pink Pearl') | May 2021 – Present

Advocacy Work – COC National LGBT+ Advocacy Group in NL (fundraising for Ukraine LGBT+ org)

EDUCATION

Master of Science (MS) in International Business – Birkbeck, University of London | London, United Kingdom | 2010

Master of Arts (MA) in French Literature & Culture – Leiden University | Leiden, Netherlands

Relevant Coursework: Rotterdam School of Management (RSM) | Corporate Branding (RSM) | Digital Communication | Negotiation | Essentials of Marketing (RSM) | Issues Management & Public Affairs | Leadership and Communication | Reputation Management (RSM) | The Art of Project Management - Tools & Techniques (RSM)

International Business Strategy | International Marketing | Strategic Management | Innovation: Management and Policy | Accounting & Financial Management

CERTIFICATIONS

Sustainable and ESG Supply Chains, Corporate Finance Environmental, Social, and Governance (ESG), Supply Chain Fundamentals: Risk and Resilience, Supply Chain Analytics Foundations | LinkedIn

TECHNICAL SKILLS

CMS | MS Office Suite | SharePoint | NewsCred | Viva Engage

LANGUAGES

Languages: English (Native) | French (Fluent) | Dutch (Fluent)