

Bio



Martin D. Hirsch
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Summary

In a career spanning nearly 35 years at Roche, an international biotech and health care leader, I have led internal and external corporate communications, branding and reputation, and crisis and issues management. Working in both the United States and Europe, I have advised multiple CEOs and collaborated with colleagues all over the world.

My strengths include executive visibility and personal branding, corporate reputation management, strategic message development, communications training, public speaking, mentoring talent, and inspiring organizations to advance beyond their limitations. My team at Roche created the Roche Academy of Business Communications for staff and leadership, and established the foundation for comprehensive reputation management at the company.

In my last role before retiring, I was senior adviser and business partner to the Roche Group Communications organization, with responsibilities including promulgating the function's vision and principles and working to elevate professional communications quality and standards companywide.

I have spoken at the IABC World Conference, the European Association of Communications Directors Summit, the Corporate Communications International Leaders Forum, the European Commission Communications Directorate and the Rotterdam School of Business Reputation Forum Netherlands.

My writing, including essays, letters and poems, has appeared in newspapers and magazines, in print and online, in the U.S., Europe and globally.