

Access to Experts



Richard Badler

Capitalizing on more than 30 years of practice in all facets of corporate, internal, consumer, reputation, positioning, issues management, advertising and sports marketing work, in the U.S. and around the world, Richard D. Badler embarked on a communications consulting and writing career in early 2007. Previously, Dick was executive vice president, corporate communications and public affairs, for the Western Union Company. In that capacity, he was an executive corporate officer, reporting to the CEO and serving on the executive committee, and was responsible for creating and leading all internal and external communications, the internal and external web, global branding, public affairs and issues management on a worldwide basis. Before joining Western Union, Dick was senior vice president, corporate communications for Unisys Corporation, reporting to the CEO. He oversaw the corporation's activities worldwide in the areas of reputation management, public and media relations, consultant relations, advertising, employee communications, corporate identity and public affairs. Previously, Dick served as vice president, corporate communications, for General Instrument Corporation, where he led the global communications program for the \$2 billion world leader in analog and digital systems for the cable and satellite industry. Prior to that, Dick was an executive vice president and account director with Golin/Harris Communications in Chicago, handling a variety of business and consumer accounts including McDonald's and Michelin. Dick spent 11 years with Philip Morris Companies, Inc., most recently as director, public affairs for Kraft Foods in Northfield, Illinois. He also had served as director of public affairs for Kraft General Foods International and spent a year in Lausanne, Switzerland, with Philip Morris Europe. Before joining Philip Morris, he managed a variety of consumer and business accounts for agencies in New York. He began his career on the assignment desk at WCBS-TV News. A past member and trustee of the Arthur W. Page Society and a past trustee of the Foundation for Public Affairs, Dick is also a past director of the Public Affairs Council and a past chairman of The Conference Board's Council of Corporate Communications Strategy I. He is currently program director for The Conference Board's Council of Corporate Communications Strategy II, and President of the Board of Alliance Francaise de Denver. Dick has been named a PR All Star by Inside PR, and to Who's Who in Corporate hi-tech PR by PRWeek. He is also a member of the Rocky Mountain Automotive Press association (RMAP.) Dick is a graduate of Case Western Reserve University, where he co-edited his college newspaper. Married with two daughters and the survivor of six corporate relocations, Dick now calls Denver home.

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