

## Access to Experts



**Sara Tatchio**  
Manager, Global Integrated Communications  
Ford Motor Company

Sara Tatchio is Manger of Global Integrated Communications for Ford Motor Company, a position she has held since December 2007. Sara reports to Ray Day, vice president, Communications. But what, you may ask, does Integrated Communications really mean? In her position, Sara is responsible for two broad areas – Global Employee Communications and an area called the Global Content Factory. In her Employee Communications role she is responsible for our global mass communications channels including @Ford Online, @Ford Mobile, @Ford Magazine and weekly news summaries for global employees and retirees. It also includes the creation of the company's new manufacturing-oriented Communications System. Employee communications also includes product programs such as employee drive programs and executive webcasts, web chats and skip level meetings. Sara finds the biggest challenge in employee communications these days to be how to engage employees to own their own stories and share them. Content Factory is an area where the company's media assets such as press releases, video and photography are created and utilized throughout Communications to tell our stories to various audiences. Content Factories exist in Dearborn, Bangkok, Cologne and Sao Paulo, Brazil. As part of this work, Sara is leading the development of a new global media site and leads work on the company's corporate web site, [fordmotorcompany.com](http://fordmotorcompany.com). During her 20+ years with Ford's Communications team, Sara has held a variety of positions that have afforded her a variety of treasured experiences. Sara has worked in environmental, safety, technology communications, has launched some key products and worked facing off with the Lincoln marketing team. She led the launch of the company's first employee web site, coordinated the media launch of the 2004 F-150 and helped Ford give away a million booster seats to families in need. Back in the last century(!), Fast Company Magazine described her in her work at Ford as a fast-moving, fast-talking bulldog of an editor – but she's matured since then and now relies on a combination of directness and diplomacy to make her way through the corporate world. Before Ford, Sara was a television news producer. Her viewpoint that news is a combination of what people want to know and what they need to know has carried through to her work at Ford. She grew up in New Jersey and earned a psychology degree from Johns Hopkins University.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

[www.conference-board.org](http://www.conference-board.org)