

Access to Experts



Robert Caldera
Senior Communications Manager
PwC

Rob Caldera is a Senior Communications Manager at PwC where he leads communications for the global social networking and collaboration programme, and the US firm's Knowledge Services organization.

Over the past year, he has been responsible for driving the communications strategy for the launch and adoption of Spark, PwC's internal social collaboration platform, across 141 territories consisting of over 180,000 employees. The strategy established a global framework and theme for the programme and armed a large, enthusiastic group of Spark advocates with messaging to promote awareness and communicate the platform's business value. He also serves as an internal consultant advising teams how to make the transition to this new, more open and collaborative way of working.

Prior to this role, Rob managed internal communications for PwC's US Marketing & Sales and US Independence offices. Before joining PwC over six years ago, he spent 15 years in the engineering and construction industry in marketing, IT, and engineering roles. Rob is also an active member of the International Association of Business Communicators, serving as the President of the New Jersey chapter; a member of the Social Business Council and Change Agents Worldwide. He is passionate about helping organizations change the way they work.

Rob has a Bachelor's degree in Mechanical Engineering from Hofstra University and a Master's in Technology Management from Steven's Institute of Technology.

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