

**Joan Mulvihill**

**Digitalisation, Sustainability and Creativity Evangelist - Siemens**

Originally co-opted to the PRII National Council by former President Pdraig McKeown as a digitalisation specialist, I have successfully delivered on my mandate as the National Council support to the executive in the development and delivery of the newly launched website/platform for enhanced member engagement. I have embraced this opportunity as a co-opted member to contribute in all aspects of National Council responsibilities. Given my direct experience as a former CEO of a representative body and my network in professional services I have also served on the Remuneration sub-committee and was instrumental in the appointment of the external finance expert to the sub-committee.

Technology plays an increasingly significant role in the PR and communications industry, particularly in this new age of AI. I am the National Council representative on our AI Working Group and indeed used my extensive network in tech to onboard other AI working group members. I am keen to continue this work as we move forward.

While I am not a traditional PR professional, I hold a B.Comm and Masters in Business Studies in Strategic Marketing from UCG and a PostGrad Dip in Management Studies from University of Oxford. As former CEO of the Irish Internet Association I have led national campaigns such as Digitise the Nation, Digital Skills Tax Initiative (winner of the Best Public Affairs Campaign PRCA Award, 2013) and managed all of the PR for the highly regarded IIA NetVisionary Awards. My work on digital adoption was recognised by the Lord Mayor Honours Rol as Dublin Digital Champion and I was recognised also by the European Commission Open Innovation Committee as Innovation Luminary Ireland, 2013. This was in recognition of my technology advocacy as CEO of the IIA.

For the past 6 years I have been the Digitalisation, Sustainability and Creativity Evangelist for Siemens in Ireland. The very term Evangelist is essentially communications and Public Relations professional by another name. Whether evangelist or advocate, the past 20 years of my career have been in the public relations and communications for members and stakeholders.

For over a decade I have been a regular contributor on Newstalk with Bobby Kerr and more recently on the Anton Savage show. I am a recognised and skilled voice of industry on business/current affairs.

I have had articles published in national newspapers and magazines, I am recognised as a professional conference MC, panel chair, interviewer and keynote speaker.

This is not the career path or CV of a 'professional' PR Professional, but I do believe that my experience and skills throughout my career represent earned eligibility to continue in my role on the PRII National Council and to serve as Vice President in the coming year.