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Dr. Cees B.M. van Riel is Managing Partner of Reputation Institute and Professor in Reputation Management at the Rotterdam School of Management of Erasmus University (www.corporatecommunication.nl). Van Riel co-founded Reputation Institute with Charles Fombrun in 1997. Reputation Institute is a private research-based consulting firm devoted to advancing knowledge about corporate reputations and helping companies build more sophisticated practices for reputation management. He has developed a measurement system to quantify the degree of employee alignment with corporate strategy, the EcQ® Alignment Monitor, which is widely applied by companies around the world and is used as a vital tracking tool to improve change processes in organizations looking for a more aligned workforce. The EcQ® Alignment Monitor is used by companies such as FedEx, Philips, Vale, Petrobras, ING and TNT.

Cees van Riel is the founding director of the world's first Master Degree Program in Reputation Management which began in 2000 at Erasmus University Rotterdam in The Netherlands. This International Executive Master Program of Corporate Communication combines the academic roots developed at the leading business schools (specifically research initiated at RSM/Erasmus, CBS, Boconi, Stern, Manchester Business School, HEC, BI Oslo, Pucc/Belo Horizonte, etc), with the practical knowledge provided by corporate members of Reputation Institute's network.

Cees van Riel has published numerous articles in respected journals such as *Academy of Management Journal*, *Long Range Planning*, *Management Communication Quarterly*, *Business & Society*, *European Marketing Journal*, *Journal of Management Studies*, *Journal of Marketing*, and more. Van Riel has authored ten books, including his best known titles; *Identiteit & Imago* (1992), *Principles of Corporate Communication* (1996), *Fame & Fortune* (2005) and *Essentials of Corporate Communication* (2007) which have been translated into eight different languages. *Fame & Fortune* and *Essentials of Corporate Communication* are co-authored with RI Managing Partner Charles Fombrun.

As an active consultant in the area of corporate branding, reputation management, and employee alignment for more than two decades, Cees van Riel works for companies such as Rabobank, ING, Philips, TNT, Akzo Nobel, FedEx, Petrobras, Vale, Coca Cola, Master Card, Norwegian Railroads, Holcim, Shell Hydrogen, Baker & McKenzie, among others.

Cees van Riel serves on various national and international Editorial Boards and is the Co-Founder and Editor-in-Chief of *Corporate Reputation Review* a peer reviewed quarterly journal founded in 1997.