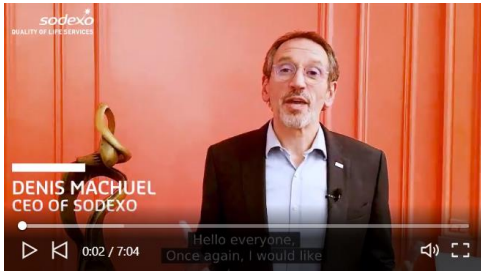


Leadership Beyond the CEO

CEOs have taken highly visible communications roles throughout the COVID-19 crisis. As the pandemic continues, stakeholders will benefit from hearing those messages reinforced by other organizational leaders. From members of the board to business unit heads, each should refract a core narrative through their own context and audiences.



Show a United Front

Sophie Bellon, Chairwoman of Sodexo's Board of directors, [shared a video](#) by CEO Denis Machuel, adding a personal message of pride and solidarity.

Showcase In-House Expertise

John Furner, President & CEO of Walmart U.S., [convened with Dr. Tom Van Gilder](#), Walmart's Chief Medical Officer to discuss employee and customer safety.



Share Local Updates

Stephan Wöllenstein, CEO of Volkswagen Group China, shared a [message of resiliency](#) following the re-opening of Volkswagen's 32nd manufacturing plant in China.

Promote an Initiative

To launch Pfizer's new PSA, #ScienceWillWin, members of the executive leadership team [shared pictures and personal commentary](#), including Pfizer EVP & Chief Corporate Affairs Officer Sally Susman.



Highlight Employee Contributions

Phil Maher, Chief Operating Officer of Virgin Atlantic, [posted a video](#) going behind the scenes of Virgin's first NHS charter flight, flying supplies from China to the UK.

Address Business-as-Usual

Joseph Wolk, EVP & Chief Financial Officer at Johnson & Johnson, posted an [earnings update](#) grounded in the context of COVID-19.

