

2024 Page Spring Seminar



Björn Edlund
Writer, retired chief
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Bjorn Edlund, a retired, award-winning communicator, came to corporate affairs from international journalism, with UPI and Reuters. He worked as a consultant, and served as chief communications officer in three multinationals - Sandoz AG, ABB Ltd and Royal Dutch Shell Ltd. As CCO, his principal focus was the role of business in society.