

## BIOGRAPHY

### **Caroline Sapriel Managing Partner**

Caroline Sapriel is the founder and Managing Partner of CS&A, a specialist risk and crisis and business continuity management consulting firm with offices in Hong Kong, the United Kingdom, Belgium, The Netherlands, Singapore, and the United States. With over 25 years' experience in risk and crisis management, Caroline is recognized as a leader in her profession and acknowledged for her ability to provide customized, results-driven counsel at the highest level.

Over the years, Caroline has advised senior leaders across industries internationally. Her multi-disciplinary background and experience has enabled her to provide clients with an in-depth analysis of their crisis management capability as well as help them develop effective risk and crisis response organizations and stakeholder and reputation management strategies. She has been directly involved in helping clients manage crises in the oil and gas, chemical, transport, shipping, aviation, pharmaceutical and consumer product sectors.

Caroline is an accomplished trainer, facilitator and coach in risk, issues and crisis management as well as in communication skills. As such, she has coached many senior executives at leading multinational corporations internationally.

Caroline regularly speaks at international conferences and seminars on risk and crisis management. She is a guest lecturer on crisis management in the Safety Science Graduate Programme at Antwerp University and has taught a course on institutional crises at the graduate school of public administration of Leiden University.

Caroline is a member of the Business Continuity Institute, the European Association of Communications Directors and of the International Association of Business Communicators since 1987 where she has served on chapter boards and more recently was a founding member of its global ethics committee. In 2011, she received a Gold Quill Award from IABC for her firm's *10 Commandments of Crisis Management*. She has authored many articles on the subject of crisis management as well as two books with CS&A joint managing director Dirk Lenaerts: *Crisis Management – Tales From the Front Line*, and *25 Years of Crises in Review: The Good, The Bad and The Truly Ugly*.

Prior to establishing her own consulting firm, Caroline held various senior management positions with international communications consultancies where she helped clients respond to crises and enhance their crisis communication capabilities.

Caroline is fluent in French, English, Spanish, Hebrew and Mandarin, and holds a BA degree in Chinese Studies and a BSc degree in International Relations.