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Netflix: Rachel Whetstone

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Rachel Whetstone

Chief
Communications
Officer
at Netflix

By: Julia Kerlin

Background

1968: Born February 22nd in E. Sussex,
UK

1986-1989: Graduated from the
University of Bristol

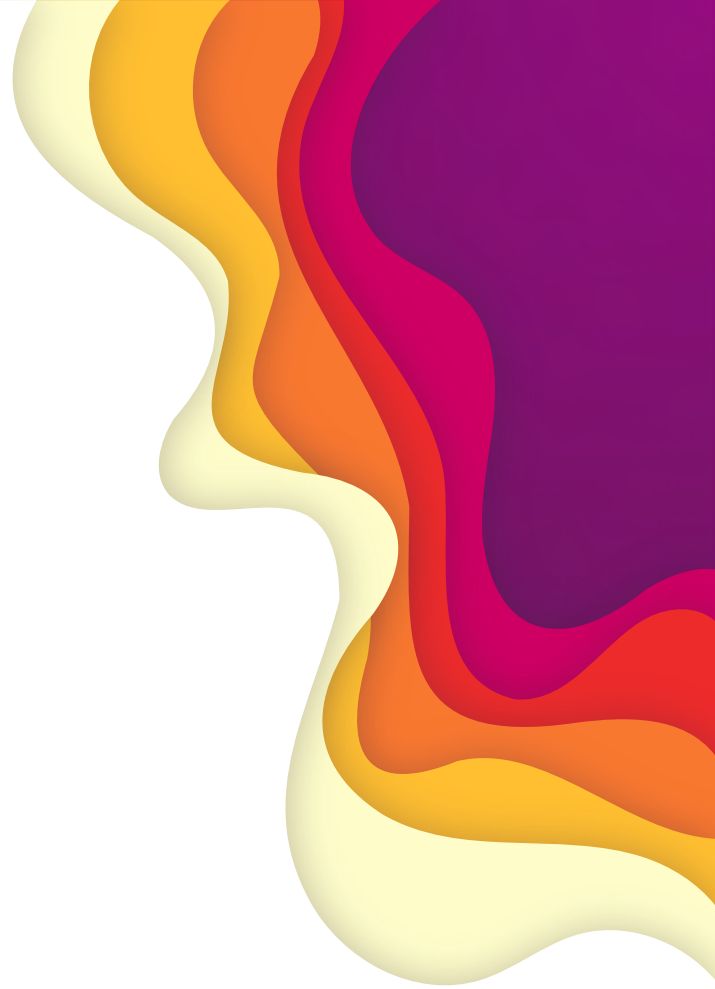
1989-2001: Policy advisor for the UK
Conservative Party, then became a
highly rated PR officer at Carlton
Communications



Background Cont.

July 2001: Left Carlton Communications to become the co-founder of Portland which is a PR agency with Tim Allan

2003: Left Portland and became the chief of staff to Michael Howard



Google

2005: Director Communications, EMEA

2008: Vice President Communications

2009: Vice President Communications and
Public Policy

2011-2015: Senior Vice President
Communications and Public Policy



Background Cont.

2015: Joined Uber as Vice President Policy and Communications

2017: Joined Facebook as Vice President Communications in hopes to put the extreme challenges she faced at Uber behind her

2018: Left Facebook before top executives testified before the Senate Intelligence Committee in D.C.

Netflix and CCO Responsibilities

2018 Joined Netflix as Chief Communications Officer

Her specific responsibility includes communications on a global basis

Other CCO responsibilities include:

- Structural alignment decisions
- Review/ conduct organizational design change
- Communication can extend between local, regional, national, continental, or global levels
- Can work for non-profits as well as for-profit companies
- Need to be able to adapt, evolve structurally, and hold reviews and reorganizations regularly

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