

How a beer company can bring us together while we're staying apart. – Pablo Jimenez, AB InBev



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Continuing our focus on organizations' response to this pandemic, Pablo Jimenez, Global Vice President, Reputation & Communications at AB InBev, shares the challenges and opportunities that come with a global business whose operations are deeply connected to local communities. Pablo reminds us that Comms is a two-way function that needs to balance speed, accuracy and responsiveness, be sensitive to local context while maintaining a global coherence, and help the organization marshal its resources to help where the world needs it.

Do you have a story to tell? Share it with us. Please reach out to Eliot Mizrahi at emizrahi@page.org with your CCO story.

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