



Influence, Trust, and Recognition: Building Corporate Reputation on a Global Stage

I helped a leading biotechnology company strengthen its reputation and expand awareness among new stakeholders through an integrated global campaign that paired breakthrough science with a human-centered narrative that positioned the company as not only an innovator in its field but also as an organization driven by purpose and impact.

Within six months of launch, the campaign drove measurable gains in reputation, including a 6% increase in overall awareness and an 8% increase in stakeholder trust—the highest improvements among peer companies during the same period. This momentum established a stronger foundation of visibility and credibility, enabling the company to deepen relationships across audiences and further solidify its standing as an industry leader.