



Ms Janice Armstrong
Associate
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Janice Armstrong is a Singapore based associate with CS&A, a leading crisis and risk management company which has been operating in Asia for more than two decades. She has 30 years experience in issues and crisis communications, government affairs and media relations in Asia, Latin America and North America.

During the past decade in Asia, she held senior Vice President positions in Corporate and Government Affairs with several companies in the food, agriculture and pharmaceutical industries including Monsanto, GlaxoSmithKline (GSK) and Mondelez International. She has comprehensive crisis and issue management experience with high profile, global and regional issues covering brand and product safety, major product regulatory and scientific issues, negative government policy decisions, hostage situations, coordinated campaigns by special interest groups and a variety of other corporate reputation issues. In addition, Janice has extensive media relation experience and has worked with reporters from 60 Minutes, New York Times, Washington Post, and Wall Street Journal.

Adept at working in the complex and culturally diverse Asia region, she has led the development of strategic communication programs and stakeholder mapping focused on supporting business objectives. She has also counseled senior business leaders on issues and crisis management, media relations, public speaking, internal and external communications, and government affairs strategy.

Janice has held several leadership positions in the business and public policy sector in Asia including past board member of the Singapore American Chamber of Commerce and the US-ASEAN Business Council. She has also chaired the ASEAN Task Force for PhRMA, a pharmaceutical industry association. She has received several awards throughout her career from the Public Relations Society of America and was nominated for the Public Affairs Asia Gold Standard Award for Professional Excellence in 2012.

Prior to her corporate career, Janice was a press secretary for a political party in Canada and a political lobbyist for a Canadian teachers' union. Janice holds a Bachelor of Journalism Degree with Honours from Carleton University in Canada.