

DINESH RUDRA

CHANGE • CULTURE • COMMUNICATIONS • CAPABILITY

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PROFILE

Senior communications and change professional with more than 20 years of experience helping organisations make complex information clear, meaningful and useful. Experienced across organisational change, internal communications, culture and brand, capability building and digital communication in corporate, government, healthcare and not-for-profit environments. Particularly skilled at identifying what audiences need to know, simplifying complicated information and shaping communication that helps people understand and engage with change. Combines strategic thinking with strong practical capability across writing, visual communication, digital platforms, information architecture and presentation design, alongside facilitation and capability building.

AREAS OF EXPERTISE

CHANGE & COMMUNICATION

- Change communications strategy
- Internal & employee engagement
- Content & message strategy
- Storytelling & simplification

CULTURE & CAPABILITY

- Organisational & brand culture
- Communication capability building
- Training & facilitation
- Workshop design & delivery
- Guidelines & frameworks

COMMUNICATION DESIGN & DIGITAL

- Visual communication & writing
- Intranets & digital workplaces
- Websites & digital communication
- Presentation & information design
- Content development

PROFESSIONAL EXPERIENCE

ONE WORLD ONE FAMILY MISSION

Director – Brand Culture & Capability | June 2026 – Present

Creative Director | May 2020 – June 2026

Helped build and mature the communications, creative and brand capability of a growing international humanitarian organisation, moving from an early multidisciplinary team toward more structured specialist functions.

- Helped shape the organisation's approach to brand, communications, digital experience and creative content as its global operations expanded.
- Built and developed design and website capabilities, including recruiting, training and supporting staff and volunteers.
- Developed websites for the mission and affiliated trusts and foundations, simplifying complex, content-heavy information into clearer structures and user experiences.
- Established greater consistency through brand standards, communication principles and improved approaches to design and content.
- Worked across functions, institutions and geographies to solve communication problems and improve the clarity and effectiveness of organisational output.
- Contributed extensively to content strategy and helped initiate the development of a dedicated content function.
- Facilitated training in communication, design and presentation skills to strengthen staff and volunteer capability.
- Led work across brand strategy, brand guidelines and the organisation's digital brand presence.

LIGHT ANIMATIONS

Director – Change Communications & Content | August 2012 – August 2026

Founded a specialist communications practice helping organisations communicate change and complex ideas through clear, engaging and visually effective content.

- Developed communication strategies and content supporting organisational transformation and internal change initiatives.
- Facilitated workshops to clarify communication objectives, audience needs and key messages, including approaches to reducing resistance to change.
- Designed and delivered training in presentation design, visual communication and simplifying complex information.
- Translated technical, strategic and organisational information into accessible presentations, animation, infographics and digital content.

- Clients have included ANZ, KPMG, UBS, Medibank, Australian Unity, nbn, Toll, Coles, Amcor, Epworth HealthCare, Pitcher Partners and Lander & Rogers.

DEPARTMENT OF HEALTH AND HUMAN SERVICES, VICTORIA

Communications Adviser | June 2018 – March 2019

- Developed and implemented the communication strategy and plan supporting replacement of the department's Briefings and Correspondence System.
- Managed internal communications across newsletters, Yammer, presentations, town halls and internal events.
- Developed the program's SharePoint environment, tutorials, user documentation, infographics and interactive change communication material.
- Coordinated communication activities alongside the broader project schedule.

EPWORTH HEALTHCARE

Internal Communications Manager – Intranet | February 2016 – March 2018

- Helped develop and implement a new SharePoint intranet serving employees across a complex multi-hospital healthcare environment.
- Worked with business units and departments across seven hospitals to understand communication and information needs.
- Facilitated information architecture and content workshops, and trained content owners to create clear, useful intranet content.
- Developed a more intuitive information structure and established approaches for migrating and restructuring legacy content.

KPMG

Internal Communications Manager | February 2011 – August 2012

- Developed employee communications for KPMG's National Advisory division across digital, print and creative channels.
- Developed communication plans supporting 13 concurrent strategic initiatives.
- Created presentations, briefing packs, emails, video, intranet content and print material, applying visual communication and storytelling to complex business information.

DINESH RUDRA CONSULTING

Independent Communications Consultant | June 2010 – February 2011

- Developed online communication strategy and information architecture for MonashHeart.
- Developed websites and online content for healthcare and university clients and facilitated content management system training.

MONASH HEALTH

Corporate Communications Adviser – Web | March 2010 – June 2010

- Advised executive leadership on online communications strategy and conducted an organisation-wide website content audit.
- Developed an online recruitment campaign that achieved approximately 80% cost savings compared with traditional recruitment open-day activity.
- Introduced online video communication channels across the intranet and external website.

YARRA VALLEY WATER

Change Communications Lead – COMPASS Program | July 2009 – March 2010

Led communications for a major transformation replacing core billing, customer and property management systems.

- Worked within the organisational change team alongside change and training leads, managing internal and external stakeholder communications.
- Worked with Oracle and Deloitte Consulting to align communications with implementation and project milestones.
- Translated complex system and process changes into communication employees could readily understand and redesigned the program's SharePoint presence.

MALAYSIA AIRLINES

Change Communications Manager / Communications Lead | January 2005 – July 2009

Led change communications for a major global transformation of passenger services technology, affecting approximately 21,000 employees and operations across 46 countries.

- Developed and implemented the global change communications strategy and plan for the transition from paper to electronic ticketing and related reservation, ticketing and departure-control changes.
- Travelled internationally to engage employees and stakeholders, delivering presentations, explaining forthcoming changes and listening to operational concerns.

- Translated highly technical system and process changes for employees across different roles, cultures and levels of technical knowledge.
- Established and supported a network of change champions across business units and international stations.
- Used storytelling and presentation techniques to make transformation messages relevant and engaging, and planned a global stakeholder roadshow.
- Worked closely with technology vendors, transformation leadership, change and training functions; produced videos and other creative communication.
- Co-developed the brand for a subsidiary airline internally, saving more than USD250,000 in external costs.

EARLIER CAREER

AUSTRALIAN EDUCATION INTERNATIONAL, DEST — Research & Planning Officer | 2003–2004

ACCENTURE — Business Analyst | 2001–2003

Early career experience established a strong foundation in technology, analysis, systems and structured problem-solving that continues to support work between technical specialists and non-technical audiences.

FACILITATION & CAPABILITY BUILDING

Training and facilitation have been recurring elements throughout my career, including:

- Change communication and message-development workshops
- Information architecture and intranet content workshops
- SharePoint and content-owner capability development
- Presentation design and visual communication training
- Communication simplification and storytelling
- Design and communication capability development
- Workshops helping teams structure complex information around audience needs

EDUCATION

Bachelor of Computer Science | Monash University, 2000

SELECTED PROFESSIONAL DEVELOPMENT

Storytelling for Business Leaders – Anecdote, Melbourne • Project Management – IBM • Lean Six Sigma Tools Appreciation – GE • Professional Development Programme – Accenture

ADDITIONAL CAPABILITY

Strong hands-on capability across writing, editing, presentation design, visual communication, websites, content management systems, SharePoint, WordPress, animation and digital content production. This practical capability complements strategic communications experience and enables rapid movement from identifying and structuring a communication problem through to developing a tangible solution.