

Marianne Gadeberg

I am an experienced (15+ years) communications professional. I have supported clients in the non-profit research and development sectors—including CGIAR, the International Finance Corporation and the Swiss Agency for Development and Cooperation—to develop and execute effective communications strategies and campaigns that bridge the gap between insights and influence.

I craft compelling messages and content that persuade diverse stakeholders to take sound science into account as they respond to today's most pressing challenges, including inequality, climate change, environmental degradation, hunger and poverty.

I have lived and worked in the United States and Southeast Asia and been based in France since 2015. I have worked as an independent consultant since 2011.

EXPERIENCE HIGHLIGHTS

Communications strategy

- Developed and executed strategy for new research platform to fill critical gap on gender equality in agricultural research, including by leading the development of a virtual resource hub designed to fulfill audience needs, bringing a more than 600% increase in visits in 4 years
- Supported development and execution of strategies for two different clients operating in the Mekong region to achieve productive dialogue in the contentious hydropower sector, including by carefully consulting stakeholders to design outreach activities that successfully created new relationships and collaborations

Campaigns

- Secured opportunities for researchers to influence G20 nations' future priorities by framing messages on gender equality in agriculture within the G20 narrative of women-led development, notably through engaging high-level champions such as Indian President Droupadi Murmu and India's G20 Sherpa Amitabh Kant during a 2023 gender research conference in New Delhi, India
- Achieved influence on African climate agendas by delivering persuasive, evidence-based messages in events and the media, resulting in strengthened collaboration with key national and regional stakeholders on gender-responsive climate initiatives

Storytelling

- Countered stereotypical narratives about women in agriculture by developing a training program for science communicators and journalists to produce and publish stories about women's successes, exponentially boosting the reach of inspiring stories
- Advised clients, partners and colleagues on how to use storytelling principles to craft presentations, videos, publications and more for maximum influence
- Strengthened clients' relationships with partners, organizational reputations and accountability to funders by transforming complex research and contexts into compelling stories about results and outcomes

Publications and content

- Provided audiences with content they can understand and use, including 2-page evidence explainers that users ranked as second-most useful, above journal articles and training courses
- Oversaw production of rigorous, timely research papers, reports and more, including by managing high-volume publications pipelines and coordinating tasks among copyeditors, designers and publishers

SKILLS AND TRAINING

Education

- 2007 Master's degree in IT, communications & organizations, Aarhus University, Denmark
2005 Bachelor's degree in comparative literature, Aarhus University, Denmark

Professional development

- 2024 Powerful Presentations, Stanford University Summer School
2023 Communicating to Persuade, Cast from Clay
2014 Copyediting certificate program, University of California in San Diego Extension
2013 Science Writing, Stanford University OpenEdX
2013 Magazine Writing, Stanford University Online Writer's Studio

Languages

- English (bilingual)
- French (intermediary)
- Danish (native)

Writing samples

- [New tool has potential to leverage hundreds of millions of dollars in climate finance for peace](#)
- [Zambia pursues peace and security to power green growth under climate change](#)
- [The status of women in agriculture and food systems: persistent gaps and promising solutions](#)
- [Level playing field: Why it is important to improve opportunities for women farmers in India](#) (ghostwritten for byline authors and placed in India's The Economic Times)

FULL EMPLOYMENT HISTORY

2023-present	Communications consultant	CGIAR FOCUS Climate Security
2019-2024	Strategic communications and content lead	CGIAR GENDER Impact Platform
2019-2022	Communications consultant	Feed the Future Innovation Lab for Small Scale Irrigation
2019-2020	Communications consultant	Center for International Forestry Research
2017-2018	Communications consultant	Mekong River Commission Secretariat
2016 & 2018	Communications consultant	CGIAR Research Program on Climate Change, Agriculture and Food Security
2016	Communications consultant	CGIAR Research Program on Dryland Systems
2015	Editor	CGIAR Consortium
2013-2020	Communications consultant	CGIAR Research Program on Water, Land and Ecosystems
2012-2013	Communications consultant	International Finance Corporation
2011-2014	Communications consultant	Swiss Agency for Development and Cooperation
2011-2012	Communications consultant	CGIAR Challenge Program on Water and Food
2010-2011	Media fellow	Digital Divide Data
2007-2009	Program manager	The Moth