

SPEAKER PROFILES

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Unlocking Storylines for Innovation Success: The role of innovation and storytelling in rural ecosystem development

KATHRYN TRAUTH TAYLOR

Founder and CEO, Untold Content



Kathryn (Katie) Trauth Taylor, PhD, is founder and CEO of Untold Content, an innovation storytelling firm that supports companies and federal agencies in scientific, medical, technical, and social innovation verticals to effectively communicate their ideas, insights, and impacts. Katie is a former research professor in Professional Writing who now leads a team of MA and PhD-level writers, researchers, and designers who provide hands-on content strategy and content creation services as well as immersive training experiences that empower teams to successfully concept and create industry-leading content. Katie hosts the Untold Stories of Innovation podcast and has interviewed over 100 global

innovation leaders to explore the role storytelling plays in the innovation process. She is now launching an enterprise software-as-a-service platform called Narratize to scale the proprietary corporate storytelling patterns, techniques, and insights.

HÉLÈNE PAPPER

Director, Global Communications and Advocacy Division, IFAD



Hélène Papper is the Director of the IFAD Global Communications and Advocacy Division, which is responsible for IFAD's global internal and external engagement, strategies and operations. The Communication Division is comprised of two groups: field communication and content development (graphic design, writing and publication, and field communication), and strategic communication (media, broadcast and outreach; web and social media; campaigns; internal communication

and public disclosure). Before joining IFAD, Papper was the Director of the United Nations Information Center for Colombia, Ecuador and Venezuela based in Bogotá. She is a conflict and post-conflict strategist and leader with extensive experience in the field of diplomacy, advocacy and communications. She previously worked in peacekeeping missions for the United Nations in Mali, Sudan, South Sudan and Haiti, where she developed radio stations to support electoral and peace implementation processes, ensuring protected spaces for women and youth to have a recognized voice in the changing landscapes of their countries. She also supported the African Development Bank in their transition from Tunisia to Côte d'Ivoire headquarters. Papper has led strong advocacy programmes in the fields of gender, climate, environment, social inclusion, education aligned with the UN 2030 Agenda. Papper holds a Master of Advanced Studies in Literature and Civilization from the Sorbonne Nouvelle in Paris, France and two Bachelor's degrees in Broadcast Journalism and Political Science from Syracuse University in New York.

JOHN LAIRD

Learning, knowledge-sharing and outreach analyst, Change, Delivery and Innovation Unit,
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John Laird is currently a knowledge management and outreach analyst for IFAD's Change, Delivery and Innovation Unit (CDI). He has worked for IFAD since 2015, firstly as part of the English language editorial team in Language Services, before moving on to the Quality Assurance Group to support its communication and outreach efforts. Before coming to work for IFAD, John held various roles across multiple sectors – including in the publishing industry as a copywriter and editor, and more recently as an English teacher.