



World Vision®

Building a better world for children

Roger Flessing

Vice President, Communications



As Vice President for Communications at World Vision, Roger speaks powerfully about the difference we can make when we enter into a meaningful, two-way conversation with the poor.

“Communication is the new global currency.” It’s not a bad motto for the head of communications at World Vision.

An early adopter of new technologies, Roger Flessing has ridden the communications wave for decades—from the advent of cable television to the Internet and the mobile revolution. But cutting-edge communication is no mere hobby for Roger. It’s key to winning the fight against poverty and injustice.

“One of the best things we can do is improve communications for the poor.” For Roger, this means talking and listening well. “True communication is two-way,” he says. “It’s about closing the loop with the poor, the disenfranchised, and the vulnerable.”

As a child, Roger experienced firsthand the power of transformative communication. He became a Christian while watching a Billy Graham movie at the age of 7. Years later, Roger found himself directing television broadcasts and producing films for the Billy Graham Evangelistic Association. If you saw the renowned evangelist on TV anytime between 1982 and 2003, that was Roger’s work.

Roger’s global experience—he’s visited 88 countries and counting—has inspired the conviction that authentic communication brings transformation for everyone involved. “My worldview has been shaped by travel,” he says. “In my own life and the lives of others, I’ve seen transformation happen through ongoing cross-cultural relationships.”

Today, Roger works to bring about transformation through meaningful communication with and on behalf of the poor. “I believe that our reason for being as Christians is to commit to helping the poor and underprivileged, wherever they are,” he says.

At World Vision, Roger oversees all aspects of communication—from Internet to radio to print publications. For him, one of the best parts of the job is building meaningful relationships through—you guessed it—communication. “What strikes me when I meet our communicators based around the world is their total dedication to bringing about a better world for children. It’s really amazing and wonderful to see.”

Roger Flessing is based in the Seattle, WA area.

For speaker availability, please contact:

Speakers Bureau

253.815.2555 | speakers@worldvision.org | www.worldvision.org/speakers