

Curriculum Vitae

Profile

A highly creative communications professional with sharp-end experience from Formula 1 to Local Government. An excellent influencer and team leader with robust, board-level management experience and level-headed creative communications expertise. Thrives on hands-on delivery of successful solutions in high-pressure, complex environments and the opportunity to influence organisations to think differently.

Career scope

Marketing and sponsorship for Racing grand prix team; Creative Director at communications agency; Stakeholder development for a Local Strategic Partnership and UK Government taskforce; and Head of Communications for Unitary local authority.

Achievements

- Developing a strategic approach to delivering engagement and reputation management for an NHS primary Care Trust in advance of national guidance.
- Transformed a unitary local authority's approach to communications, developed a strong corporate team and range of quality communications tools to promote a dynamic brand.
- Built two successful multi-sector, communication-driven regeneration partnership organisations through persuasive stakeholder engagement.
- Raised over £½million corporate sponsorship to match fund a major lottery funded cultural regeneration project.

Key skills

- High-level marketing, brand and communications strategy development
- Internal communications and stakeholder management, strategy and engagement
- Reputation management, PR and media relations including crisis handling
- Fundraising, sponsorship and partnership development
- Creative design, copywriting and print/channel management
- Team leadership and agency management

Experience

Creative Communications consultant current

- Offering a full-spectrum approach to communications from strategy to delivery - proactive PR and crisis management, brand and design management, web and marketing communications.
- Current assignment for primary care trust to build a Reputation Management Strategy and delivery plan including a communications audit and review, media strategy and protocol, communications and engagement strategy, employee engagement framework, mentoring corporate communications team and designing effective communications toolkits.
- Delivered marketing/branding projects for a range of high specification engineering products to the aerospace and automotive industries and a new consumer food brand.

City Council, Head of Communications 2001-2007

- Transformed internal and external communications - designed and delivered a core strategy; built and developed a corporate team and relationships with other bodies; implemented robust brand approach; developed new communications channels; launched new inter/intranets; and improved internal and external customer satisfaction.
- Setting and directing communications policy and managing strategic implementation through public affairs, media and public relations, e-communications, marketing promotions and internal relations.
- Key liaison role with corporate management team, elected members, partner agency senior representatives, business sector and other stakeholders
- Leading and managing a team of PR/marketing professionals and a budget of £750k+pa.

Local Strategic Partnership and central Government Ministerial Task Force

Development Manager 1999 – 2001

- Developed and managed two multi-sector partnerships focused on the regeneration of a major city region - bringing together business leaders, politicians, public sector leaders, AWM - the Regional Development Agency, trades unions, community and voluntary sector representatives.
- Developed a long-term regeneration strategy, enabling the attraction of multi-million pound Euro and national funding for the area. Liaison with heads of private and public sector organisations, government officials and Ministers.

City Council, Principal Marketing Officer 1995 - 1999

- Directed and managed the marketing and communication requirements of an organisation employing 12,000 people serving a population of 250,000.
- Targeted, negotiated and delivered in excess of £1/2 million from private sector organisations in support of a Lottery funded project to develop a significant cultural regeneration initiative.

Communications company, Creative Director - proprietor 1988 - 1995

- Built and led a multi-disciplinary creative agency delivering a wide range of above and below the line creative B2B and B2C services to a broad client base. Developing and managing brands and reputations for a range of private and public sector organisations, from new business marketing and communication strategies to brand development, interior design, product packaging, point of sale and customer communication across the property retail and professional services sectors.

Private company, Design Director 1984–1988

- Joined long established design practice to develop a commercial sector clientele. My responsibilities covered all creative design, marketing and pr, project management supervision plus all aspects of running of a busy design studio, new business development and company administration including day to day accounting.

Racing Team, Marketing and Design Co-ordinator 1981-1984

- Part of a two-person marketing department working directly with MD Ron Dennis, responsible for the implementation of branding and visual identity of McLaren and sponsor partners.
- Delivered research and targeting for potential sponsors and the production and presentation of sponsorship proposals at the highest levels together with liaison with sponsor companies regarding promotion of their involvement with the Team or Drivers. Work included involvement in coordinating PR and media for sponsor companies, directing designers, liaison at races with sponsors, production of up-to the-minute race news service for sponsors and associated companies, design of livery for cars and drivers