

ANNE GROVES
groves.anne@gmail.com

Communications specialist, consultant and trainer, based in London, whose career has included extensive experience across the industry: in-house and as a consultant in public relations in the financial services and professional service sectors; lecturing and coaching on career development and communications issues; research and consultancy in a specialist executive search firm; and management of a communications industry charity.

EMPLOYMENT BACKGROUND

INDEPENDENT COMMUNICATIONS AND CAREER DEVELOPMENT TRAINER 2012 – present

Provider of career development training: building a personal brand, building a network, crisis management, PR planning and practice; plus training for senior executives on becoming an effective communicator.

TAYLOR BENNETT 2011 – 2016

Consultant (on freelance basis)

Consultant at leading communications executive search firm. Specialised in corporate communications and employee communications roles. Led project to identify and develop relationships with talented internal communications specialists, including research and planning of networking events.

TAYLOR BENNETT FOUNDATION 2012 – 2016

Director of award-winning charity that provides training for ethnically diverse graduates to start careers on communications

On a two day a week basis, led TBF planning and delivery: taught PR and employability sessions on the training programme and assessed candidates and trainees; succeeded in gaining charitable status in 2013, managed Foundation staff and financial planning, undertook search for and election of a Chair of Trustees; planned and managed promotional events, and led fundraising appeal to mark the charity's 10th anniversary.

INDEPENDENT PR AND COMMUNICATIONS ADVISER 2009 – present

Providing senior level PR and communications advice to law firms and legal service providers. Clients have included: Burges Salmon, Pinsent Masons, CMS Cameron McKenna, Taylor Wessing, Dentons, City Disputes Panel, Novak Druce Center at Said Business School, University of Oxford, Gunnercooke, Everyman Legal.

CLIFFORD CHANCE 2003 – 2009

Global Head of Public Relations

Developed a public relations policy and structure for the firm, a robust crisis communications management function, and coordinated PR resource and activity across the global network to promote and protect the reputation of the firm and build a unified brand.

ANDERSEN 1998 - 2002

EMEIA Head of Public Relations

Established a coordinated PR resource, initially in London (later promoted to EMEIA role), concentrating on the development of a brand promotion programme, corporate communications strategy, and coordination of the EMEIA PR network. The last six months in the job were dominated by intense media management of one of the highest profile business crises of recent years.

AVIVA (then known as Norwich Union) 1993 – 1997

Head of External Relations

Responsibilities covered media relations, sponsorship, community relations and corporate hospitality. Key events included the company's flotation on the London Stock Exchange, and 150th anniversary promotional programme.

OLD MUTUAL 1987 – 1993

Public Relations Manager

Set up a media relations function from scratch, including strategy, budgeting and recruitment. Achieved profile for the company in the UK and international press and took on responsibility for internal communications.

THE GUARDIAN NEWSPAPER 1983 – 1987

Press and Public Relations Manager

Significantly developed the public relations role, working across editorial and commercial areas on promotional activities aimed at readers and advertisers.

HAMISH HAMILTON BOOK PUBLISHERS 1977 – 1983

Deputy Publicity Manager

Publicised a range of fiction and non-fiction titles, including organising publicity tours for celebrity authors.

EDUCATION

University of London (Westfield College, now part of Queen Mary University, London)

BA Honours Degree in English

University of Oxford, Said Business School

Clifford Chance - sponsored 'mini MBA' senior management course

Cass Business School

Graduate of AACSB (Association to Advance Collegiate Schools of Business) and CABS (Chartered Association of Business Schools) Bridge programme, June 2017

PROFESSIONAL LECTURING AND WRITING

Includes sessions as guest lecturer at **London Business School** and **Cass Business School** MBA courses, **Cardiff University** and **Westminster University** MA Media and Communications courses, **BPP University Law School** legal practice employability courses, **Taylor Bennett Foundation** graduate training courses; plus **Chartered Institute of Public Relations** conferences, **Managing Partner Forum** seminars, and guest sessions in corporates and professional services firms. Subjects include *career development, employability, crisis PR, reputation management, brand promotion, and communications theory and practice*.

Speaker on *career development - building a professional network and developing a personal brand* - for **Brunswick Women's Group** and **Quorum Initiative** senior business groups.

BOARD MEMBERSHIPS

Non-executive director, **Infinite Global Communications Ltd** (US and UK-based agency specialising in reputational and communications consultancy in professional services) 2015 – present

Advisory board member, **The Quorum Initiative**, international forum for senior executive women 2015 - present

PROFESSIONAL MEMBERSHIPS and VOLUNTARY WORK

Fellow of the Chartered Institute of Public Relations (CIPR)

Voluntary work includes periods as board member of a children's theatre company, development board member of a contemporary dance festival, and volunteer at a tennis charity which develops young talent.