Shelley Stuart

Non-Executive Director • PR & Communications Expert

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A highly experienced senior PR and communications director, with extensive background in corporate communications, change and internal communications, media relations, social media and events. Exposed to working with start ups to multi-national brands in sectors from technology to media and financial services, brings a rare blend of skills, experience and contacts to businesses. Possessing a transformative presence and a formidable reputation for the achievement of success, now looking to develop a portfolio of non-executive director appointments.

**Key attributes:**

* A high-level communicator who helps focus communications efforts on driving ROI and market share in competitive environments
* A highly creative generator of ideas, who brings strategic insight to boards and is able to 'connect the dots’ in complex issues or problems
* Understands the importance of sound corporate governance and board integrity through experience with both listed companies (LSE/Nasdaq/NYSE) and scale-up businesses

**Core Deliverables**

**Public Relations**

**Marketing Strategy**

**International Markets**

**Strategic Communications**

**Media Relations**

**Internal Communications**

**Stakeholder Engagement**

**Crisis Management**

**Digital Media**

**Brand Development**

**Content Development**

**Corporate Social Responsibility**

**Career Chronology**

**STUART CONSULTING**

*Managing Director*July 2019 - Present

**CLARITY PR**

*Interim UK Managing Director* Sep 2018-Dec 2018

**RUDER FINN**

*Head of Technology & Corporate* Apr 2017-Apr 2018

**EXLABS SOFTWARE LTD**

*Non-Executive Director* Oct 2016-Mar 2018

**CORETECH, A WPP COMPANY**

*Interim Head of Communications*  Dec 2015-Nov 2016

**BELL POTTINGER**

*Associate Partner* Aug 2014-Feb 2015

**JUICE PR LTD**

*Founder, Director* Mar 2009 - Present

**SPRECKLEY PARTNERS**

*Director* May 2007-Feb 2009

**SELF-EMPLOYED**

*Freelance PR Director* May 2005-May 2007

**ORACLE UK**

*Director of PR* Oct2003-April 2005

**Key Career Case Studies**

**SAGE**

**Leading all communications and driving sales for the global launch of Sage ERP X3**

**Challenge:** To successfully launch the new product via global webinar, selling new features and benefits effectively to mid-market customers, prospects and Sage’s partner community. Alongside the external launch, to engage Sage’s senior executives (C-suite) and partners so they understood and supported the sales effort. The Sage team was entirely made up of native French speakers, so the standard of English needed to be extremely accurate and professional in keeping with the corporate image. The project involved travel to Paris with remote working from the UK.

**Actions:**

* Advised C-level executives at Sage ERP X3 acting as quality control and editor across all communication collateral including press releases, sales presentations, and product brochures both on and offline.
* Coached Sage ERP X3’s CEO and other Sage webinar participants in presentation and language.
* Edited video of the launch for use on Sage’s website.
* Reviewed and edited all web copy for the launch microsite and consulted on ‘look and feel’ and usability.
* Drafted executive communication on behalf of the CEO and COO tailored for employees, partners and customers.
* Supported Sage’s lead partners in developing their PR materials including press releases and case studies.

**Results:**

* The webinar generated attendance of over 50 global media and industry analysts, beating the target of 40.
* Industry analysts reported favourably on the new product and Sage ERP X3’s position was reported in the top four of global ERP providers.
* International media coverage was positive and achieved the aim of raising broad awareness of the product, its new features and benefits to target audiences in the mid-market.
* Invited to assume global PR & analyst relations for Sage X3, helping to establish its communications function covering 10 countries.
* In the 18 months following the launch, revenue increased by 5% for Sage’s ERP OpCo globally.

**STRATO (part of Deutsche Telekom)**

**Devising and Managing a European Press and Hospitality Event for a Challenger Brand**

**Challenge:** To create a high profile and memorable two-day hospitality event for the announcement of Hi-Drive Free, an online storage drive competing with DropBox. It was essential that Hi-Drive Free was positioned as the ‘industrial strength’ option for individuals and small businesses. The product had the highest level of security and privacy on the market.

**Actions:**

* Prepared press releases for the launch of Hi-Drive for translation into three European languages.
* Pitched launch event to UK press and secured target attendees.
* Sourced press teasers and posted to London media two weeks ahead of event.
* Shortlisted potential London restaurant venues and visited shortlist to sample food / beverages, securing newly-launched Barbecoa in St Pauls.
* Researched and secured London open-top tour busand London Eye ride prior to dinner.
* Researched and negotiated hotel stay for two nights in West End, meeting a tight budget.
* Secured venue for media event near Leicester Square and hotel.

**Results:**

* Strato had positive feedback from all press who attended the two-day event in terms of accommodation, venues and overall organisation.
* All media who attended covered the product announcement and resulting articles were positive and differentiated Hi-Drive Free from DropBox as a highly secure and robust cloud storage system.
* Strato’s PR manager commented*: “Shelley worked closely with our PR and marketing team to ensure we had a very professional and memorable launch while achieving some excellent results in the trade and consumer media. I value Shelley’s commitment to Strato.”*

**Voluntary Roles**

**MACMILLAN CANCER RELIEF**

*Volunteer Fundraiser, then PR Consultant* 2003

**WOMEN IN PR (UK)**

*Vice-President & Head of Sponsorship* 2015-17

*Head of Sponsorship* 2017-18

*Mentor, PR Week Mentoring Scheme* 2015-2019

**PRCA (Public Relations Communications Association)**

*Council Member* 2013 - 2014

**Previous Roles**

**HILL & KNOWLTON UK LTD**

*Board Director, Technologies Practice* 2000-2002

**FLEISHMAN HILLARD UK**

*Associate Director, Technology Practice* 1999-2000

**Education**

**BA Political Science,** Westmont College, Santa Barbara, USA

**Testimonials**

***“Shelley is an astute communicator who demonstrates clear, strategic thinking and a deep understanding of challenges and opportunities related to technology and financial services. Her professionalism, experience and collaborative approach are valuable in connecting the dots and considering the broader impact of an initiative.”***

***“Shelley is a rare individual who can think and plan very strategically, manage execution and ensure the tactical plan is expertly implemented. Her knowledge of the tech industry and relationships with analysts makes her an invaluable member of any high-growth team.”***