

Bell Pottinger Communications

Appendix 1 – Bell Pottinger team



Kevin Murray
Chairman, Bell Pottinger Communications

Kevin specialises in the field of strategic communications and reputation management and has years of experience advising chairmen and chief executives, as well as managing complex and global communications projects and departments.

Kevin joined the UK Atomic Energy Authority in 1992 as Director of Communications with the mission to help privatise the organisation. This involved splitting the Authority into three areas.

The first was what remained as the UKAEA, the organisation responsible for owning and decommissioning the Authority's nuclear sites, the second the Facilities Services company which managed the UKAEA sites, and the third, AEA Technology, the commercial arm of the business which was floated in 1996. During that time he was also a Member of the British Nuclear Industry Forum's Public Relations Advisory committee, working on nuclear industry issues and communication challenges.

With Bell Pottinger Kevin worked on the BNFL account during a tumultuous four year period. Originally taken on to help the organisation achieve PPP, following the scandal involving falsified records relating to fuel rods for Japan, Kevin had to give crisis communications advice to the Chairman and CEO of BNFL throughout that period. Bell Pottinger continued to work with BNFL during the next phase of strategy development which was to see the formation of the Nuclear Liabilities Group within BNFL – a fore-runner of the NDA.



Mark Herbert
Director, Bell Pottinger Corporate & Financial

Mark has nearly 20 years experience in corporate, financial and media relations. He has extensive nuclear industry experience having advised BNFL for four years and AEA Technology for six. He is therefore familiar both with the broader and the more specific issues affecting the nuclear industry. He also has extensive international energy experience, advising companies in the Former Soviet Union, Europe, the Middle East and North America.

Mark is a former Director of Communications at FTSE-100 company, TI Group and a former senior advisor at Shandwick (now Weber Shandwick).



Kevin Read
Director, QBO Bell Pottinger

Kevin is a board director at QBO Bell Pottinger, who has more than 10 years' senior consulting experience. He runs the 15-strong business and brand communications team. Kevin specialises in resolving complex communications problems and implementing integrated solutions typically spearheaded by PR.

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He has worked extensively with government departments and agencies (DTI, DfES, Home Office, Audit Commission), professional services firms (Hammonds, Ince, Fairplace, Black & Veatch), industry bodies (nuclear, telecoms, cosmetics, food and drink), educational bodies (Queen Mary, University of London, London South Bank) and high profile brands (Unilever, British Gas, Thameslink).

His practical experience includes working with the nuclear industry to develop a new generation of advocates, acting as the international adviser to the cosmetics industry on issues including hair dyes and cancer, handling the launch of the world's first 'charity bank' and acting as a global consultant to Unilever on issue and crisis management.



David Sowells
Director, Bell Pottinger Public Affairs

David recently joined Bell Pottinger from JML, where he was Head of Operations and responsible for purchasing, logistics and quality assurance for the retail and TV shopping group. David is a former public affairs consultant at The Communication Group and GPC, where he advised both BNFL and the British Nuclear Industry Forum.

Prior to public affairs consultancy, David worked in the House of Commons for the Rt Hon Nick Brown MP as a member of Gordon Brown's Economic Secretariat. David was Public Affairs Director for AOL Time Warner Europe from 2001 to 2002.



Tim Walker
Director, Bell Pottinger Public Affairs

Tim joined Bell Pottinger Public Affairs in 2001 after two years as Public Affairs Manager of Turner Broadcasting, home of the CNN news channel. Tim is a former Special Adviser to the Rt Hon Jack Cunningham MP at the Cabinet Office and Ministry of Agriculture, Fisheries and Food.

He also worked with Dr Cunningham in Opposition on the Trade and Industry and National Heritage briefs. He also spent a number of years advising Labour's front bench on science policy and was previously Public Relations Manager of the Royal Academy of Engineering.

Tim has spent more than a decade closely involved with the politics of the nuclear industry and its relationship with Parliament and local communities (primarily in West Cumbria).

Giles Broom
Account Executive, Bell Pottinger Public Affairs

Giles joined BPPA in November 2004. Giles previously worked in academic publishing and as a researcher for a financial markets magazine. He was educated at Durham University where he completed an MA in International Relations with Arabic, specialising in Russian politics and corruption, and also the effects of NAFTA. Prior to this he graduated with a BA Hons in History, focusing on British & European imperialism and the political history of the Middle East. He is currently an Account Executive working on UK and international clients.

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Matthew Lister
Account Executive, Bell Pottinger Public Affairs

Matthew joined Bell Pottinger Public Affairs in May 2004. As an Account Executive he works for a number of clients across sector areas including that of food and drink, financial services, postal services and planning. Matthew graduated from Sussex University in 2003 with a joint BA(Hons) in English Literature and Media Studies.