

PR PROFESSIONAL OF THE YEAR

SHORTLIST ENTRY SUMMARIES

headline
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AWARDS 2020

Annabel Brodie-Smith, Association of Investment Companies

Annabel is passionate about increasing understanding of investment companies, and enjoys the challenge of swiftly assisting journalists, providing data, comment or ideas. This year, as Woodford has dominated the headlines, she has ensured that the AIC's views on fund structure, trust and governance have been heard in the debate.

Charlie Musson, AJ Bell

As the head of AJ Bell's PR team, which has seen its volume of press coverage increase 56% over the past year, Charlie's priority is to ensure the team is plugged in to the news agenda and is empowered to respond rapidly with insight that will be helpful to journalists.

Jemma Jackson, interactive investor

interactive investor's PR presence had historically lagged its swift growth to become the second-largest D2C platform. In 2019 Jemma has made real progress, using her knowledge, contacts and experience to conduct smart, well-targeted, impeccably timed campaigns to promote their fantastic business initiatives with weight and integrity.

Kathleen Gallagher, Quilter

Kathleen's focus has been on the media strategy for the advice business of Quilter. In 2019 it rebranded from Intrinsic and launched a major study, Adviser Delta. This work has been complemented by wider personal finance and public policy angles around social care, inheritance tax and pensions

Lloyd Purnell, LV= General Insurance

Lloyd has been fundamental to a number of key campaigns this year, not least LV='s industry-first electric vehicle product launch. From a standing start, he has promoted the fraud work of LV= through a variety of initiatives, whilst managing to maintain key professional relationships by being honest, accessible and friendly.