

Brunswick Group announces the appointment of Susan Gilchrist as Group Chief Executive and opens new office in Sao Paulo

LONDON, 2 May 2012 – Brunswick Group, the leading corporate communications consultancy, has today announced that Susan Gilchrist has been appointed Group Chief Executive. She will be based in New York. Rob Pinker has been appointed Chief Operating Officer. He will be based in London and Johannesburg. In these roles, Susan and Rob will report directly to the executive Chairman, Alan Parker, who in the new structure will be freed up to take on increasing external and client facing roles.

In addition, Brunswick announced that Michael Buckley will become US Managing Partner, a position previously held by Susan Gilchrist. Mike will work with Steve Lipin, US Senior Partner, and will be based in San Francisco. Itumeleng Mahabane and Mark Palmer will lead the Johannesburg and Dallas/Fort Worth offices respectively.

Brunswick Group also announced its expansion into Latin America and the opening of a new office in Sao Paulo. The Sao Paulo office will be Brunswick's twentieth office globally. The opening reflects a growing client base of companies in the Americas that require senior level support to address critical communications issues.

The new office in Sao Paulo will be established by Thomas Kamm, who has been a Brunswick Partner since 2005, and Ana Paula Pessoa. Ana Paula joins Brunswick as a Partner with senior business development experience, most recently as CFO and New Business Director at Infoglobo, the print, internet and information bureau services business of Globo, the Brazilian media company.

About Brunswick Group

Brunswick Group is a private partnership with a growing team of over 600 employees, including more than 90 partners around the world. The firm has grown organically over 25 years and now has 20 offices in 12 countries. These are Abu Dhabi, Beijing, Berlin, Brussels, Dallas/Fort Worth, Dubai, Frankfurt, Hong Kong, Johannesburg, London, Milan, Munich, New York, Paris, San Francisco, Sao Paulo, Shanghai, Stockholm, Vienna and Washington D.C. The firm's service offer comprises corporate and financial communications, investor relations, internal communications and opinion research.

Contact

Gill Ackers (mobile: 07974 982382) and Mike Harrison (mobile: 07834 502406)

Susan Gilchrist

Susan Gilchrist joined Brunswick in 1995. Susan Gilchrist is currently based in New York, most recently as US Managing Partner. Before moving to New York Susan held the position of Senior Partner, London. She has extensive experience in advising clients across a range of sectors on corporate reputation, financial and M&A work in both the US and Europe. Prior to joining Brunswick, Susan was retail correspondent at The Times in London and has also worked as a management consultant at Bain & Company.

Rob Pinker

Rob brings over 20 years of experience in the communications industry. Prior to joining Brunswick in 1995, he worked as public affairs campaign adviser to corporates, foreign governments and NGO's, initially based in Westminster and then Brussels. Rob then spent five years advising clients in our London office on wider corporate and financial reputation management before moving to Johannesburg in 2000. He was most recently Managing Partner for the Middle East and Africa and acts as senior consultant for clients operating across all major sectors. He has extensive experience in advising on major cross border and domestic M&A, IPO's, crisis and issue management.

Michael Buckley

Mike Buckley joined Brunswick as a Partner in May 2001 and founded Brunswick's San Francisco office in 2008. His work includes a broad range of critical communications and investor relations assignments with a current client list that includes AT&T, Chevron, Cisco, Facebook and Silver Lake.

Itumeleng Mahabane

Itumeleng joined Brunswick in September 2006. He advises a number of retained clients including the Industrial Development Corporation, Liberty Holdings, ArcelorMittal and MultiChoice Africa. Itumeleng was previously a partner at a Johannesburg based communication consultancy, where he provided communication advice and strategies to a number of state owned enterprises. Itumeleng also spent two years working as a communication consultant for the City of Johannesburg. Prior to this Itumeleng was managing editor of the Financial Mail in Johannesburg and has nine years' experience as a journalist.

Mark Palmer

Mark Palmer has more than 25 years of global experience in corporate communications, crisis management, litigation communications, and financial transactions. Mark was previously vice president of corporate communications and organizational effectiveness at Sysco Corporation, based in Houston. Prior to Sysco, Mark was managing director of the Media Relations Practice Group at Public Strategies, Inc.

Thomas Kamm

Thomas joined Brunswick in September 2005 as a Partner. His clients have included L'Oréal, Endesa, Société Générale, Weinberg Capital Partners, Carrefour, Rexel and Tereos. Prior to joining Brunswick Thomas was Vice President, Communications and Corporate Affairs at PPR, the French luxury and retail group and a member of the Group's Executive Committee. Thomas worked at the International Herald Tribune from 1978 to 1982 and then joined The Wall Street Journal, where his career spanned 18 years.

Ana Paula Pessoa

Ana Paula joins Brunswick from Avanti Consulting, an independent firm offering strategy and financial consultancy. Prior to this Ana Paula was CFO and New Business Director at Infoglobo, Globo's print, internet and information bureau services business. Prior to Infoglobo, Ana Paula had responsibility for Finance, Strategic Planning, IR, and HR at Webb, an internet e-commerce platform and Systems Integration Provider. Ana Paula has also worked for the World Bank in Washington as an Economic Development Consultant.