



PROFILE

Justin has more than 29 years experience as a communications professional and adviser.

EXPERIENCE

Oct 07 - Present

Acumen Outsource Limited (Hong Kong & Thailand) Founder Director

Specialist communications consultancy providing regional support for international companies undertaking investments in emerging economies through provision of senior advisory support at CEO and Board Level, development of corporate reputation, strategic intelligence, and issues management.

Jan 03 - Aug 07

Tesco Lotus Director Of Corporate Affairs

- Responsible for directing and overseeing the Corporate Affairs function encompassing Government Relations, Site Acquisition Support, Corporate Social Responsibility, Event Management, Internal Communications, Knowledge Management, Media Relations and Issues Management.

As well as Thailand and other Southeast Asian markets, Justin has worked extensively in New Zealand and Australia, while also acting for clients in M&A activity in the United Kingdom. During this time he has advised both government agencies and private sector clients on internal and external communications strategies. These have encompassed public policy initiatives and programmes in the consumer products, rural, corporate, property, energy, financial and professional services sectors. Working closely where required with other professional advisors such as lawyers, merchant bankers and management consultants, he has a thorough and broad based experience of all aspects of commerce and finance.

EXPERIENCE

- Involved in the provision of advice on the impact of legislation, mergers, acquisitions and divestments, corporate and marketing communications activity, culture change within organisations, major corporate sponsorships, new products and services, and the introduction of new HR initiatives.
- Professional experience in corporate, financial and government communications has involved strategy development for privatisation programmes, development of comprehensive strategies relating to corporate restructuring initiatives, direct business-to-business programmes, internal communication programmes, the preparation of information memorandums, prospectuses, annual/interim reports and other statutory documentation.
- counselled clients on investor relations strategies as well as the preparation and implementation of EGM's, AGM's and other stakeholder meetings and communication

Jan 05 - Aug 07

**British Chamber of Commerce Thailand
Director**

Jun 99 - Dec 02

**Weber Shandwick Thailand
Chief Executive Officer**

Part of the global media conglomerate Interpublic Group of Companies. He oversaw a team of 42 staff servicing leading companies such as General Motors, Nestle Group Thailand, Tesco Lotus, Mastercard, Intel, Coca-Cola, Northwest Airlines, Stock Exchange of Thailand, Samsung, Siemens, Siam City Cement PLC, British American Tobacco and Deutsche Bank.

Jan 78 - Jun 99

**Ward Holt Pty Ltd (Aus), Acumen Public Relations Ltd (NZ), Baldwin Boyle Group (NZ, Aus, Singapore), Lomwitz Consulting(NZ)
Director**

Founding shareholder and principal of these public relations consultancies with offices in Australia, New Zealand and Singapore.