

ROGER HAYES

After a 40 year career in journalism, management consultancy and senior public relations and public affairs positions in major corporations living and working all over the world, Roger retired from full-time employment at the age of 60 to concentrate on putting something back into the profession that has served him so well.

He manages a portfolio of activities involving training, mentoring, moderating and consulting in the strategic communications, public affairs, corporate responsibility and business diplomacy space, with a particular emphasis on global issues and environments and a special interest in emerging countries where the supply of these services is most needed but least offered. To that end he spends considerable time on assignment in SE Asia, Africa and the Middle-East.

Roger is also studying part-time for a Doctorate at Henley Business School on the topic 'PUBLIC RELATIONS AND PUBLIC DIPLOMACY IN A GLOBALISING WORLD', for which he is conducting research in many countries. He has already published a Gold Paper on this topic, which was presented at the Public Relations World Congress in Beijing, (Nov 2008). He has an MBA (Henley), an MA (USC) and a Bsc(Econ)(Lon).

He began his career as a REUTERS Correspondent in Paris in 1967 and went on to learn his craft with BURSON-MARSTELLER PR based in London but working all over the world. He has also lived in New York. Other positions have included PA CONSULTING GROUP, THORN-EMI PLC (EMI), FORD OF EUROPE AND Director-General of the British NUCLEAR INDUSTRY ASSOCIATION, at a time of tremendous turmoil in this industry. In this position he is credited with being among the first to begin a dialogue with the environmental pressure groups on finding energy and environmental solutions before sustainability and climate change became common parlance. He remains an advisor to that industry. He also ran THE INTERNATIONAL INSTITUTE OF COMMUNICATION, an ICT think-tank running conferences and undertaking research in many countries.

Roger has been an adviser to the INTERNATIONAL BUSINESS LEADERS FORUM, co-founder and Director of ECHO RESEARCH GROUP and President of the INTERNATIONAL PUBLIC RELATIONS ASSOCIATION, which recently awarded him MEMBER EMERITUS status. He has also written books and his work SYSTEMATIC NETWORKING (1997) became a management best seller.

When he is not on the road, Roger is involved in childrens' charities, playing tennis and enjoys music and the movies. He is married with one son and lives in London.

