

Edmund McMahon Turner

A Corporate Communications leader with 30 years' experience working in global and culturally diverse organisations. Experienced in comprehending organisations' strategies and aims and developing and managing their stakeholder communications in a credible, persuasive and understandable way and developing external networks to protect and enhance reputations. Skilled in creating and implementing successful transformation programmes and strategic change plans requiring detailed stakeholder and employee engagement. Comprehensive project and team management skills. Sustainability and ESG leader.

Member of Chartered Institute of Public Relations
Member of PRCA (Professional Board Member)
Founder Member of the Worshipful Company of Communicators

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Director – Bidone Public Relations (GCC)

Jun 2024 – Current

Providing strategic communications advice and resources to GCC organisations including Aramco, a Saudi Government Minister and a new regional fund.

Corporate Communications Leader – Gulf International Bank (GCC) Mar 2019 – Jun 2024

- Provided strategic, tactical and operational advice and expertise to the business in the GCC and UK
- Developed agency relationships and joint working practices
- Developed and implemented the Bank's communication strategy and corporate communications plans
- Region Sustainability champion
- Bank lead for major sponsorships
- Responsible for GIB's internal corporate communications and projects
- Project managed the delivery of the Bank's Annual Reports and Sustainability Report
- Developed and implemented governance, process and best practice for the department
- Crisis Communication lead for the Bank
- Coach and mentor the Corporate Communications team

Communications Consultant – NEOM (Saudi Arabia)

Dec 2017 – Dec 2018

Account Director and lead for BCW and three other WPP businesses

- Provided strategic and tactical advice
- Developed and established NEOM's first communications strategy and associated integrated marcoms plan
- Created and implemented the first level of communications governance for NEOM
- Managed relationships with senior NEOM stakeholders and other WPP companies
- Coordinated NEOM's inaugural presence at FII

Senior Communications Adviser – BAE SYSTEMS (Saudi Arabia)

Oct 2012 - Nov 2017

Adviser to the Saudi National Director of Communications with responsibility for all aspects of communications within this multi-billion pound business. My role ranged from developing and implementing strategic communications programmes (to support the business strategy and aligned to the global communications strategy) through managing the department budget and relationship with external agencies to developing and working with the team to help them achieve better operational outcomes.

- Communications lead for internal change programmes and employee engagement
- Lead for reputation, crisis and issues management
- Communications lead and advisor for BAE Systems' five local Saudi Arabian businesses
- Strategic lead for award-winning new internal channels (eg App for hard-to-reach employees)
- Developed successful reputational and product campaigns
- Mentor and coach for the 20-strong team including succession planning
- 'Link' to BAE Systems' global communications teams (internal and external) and governance lead

- Regional lead for developing and implementing BAE Systems' new visual identity and brand

Director of Communications - BAE SYSTEMS (UK)

Nov 2009 – Sept 2012

Created and implemented an integrated communications strategy to support the business transformation. This included creating and developing strong stakeholder relationship (UK MOD, MPs, Media) and by delivering employee cultural change. Part of the management board which successfully implemented a £3bn long term MOD partnership: 99% delivery, highly rated customer satisfaction, with increased profits and ROS whilst carrying out a £200m transformation of the business.

- Developed and implemented new internal, customer and partnership communications channels
- Successfully implemented employee safety campaign, resulting in a change in business culture
- UK Design reviewer for global internal change programme
- Developed communications plan for major incidents (including 2 top tier COMAH sites)
- Led and developed a very successful Parliamentary, Community and customer relations programme
- Developed and implemented programme to increase senior stakeholder visits
- Member of Global Heritage Committee and leveraged it to support 'pride in our factory'

Head of Internal Communications, BAE SYSTEMS (Saudi Arabia)

Apr 2007 – Nov 2009

Responsible for internal communications in a 5000-strong business in multiple locations in Saudi and the UK. This included developing the internal communications strategy and plan, working with executive management and key stakeholders to provide counsel and subject matter expertise, developing best practice for the department.

- Executive editor of employee and customer focussed publication with 8000 subscribers
- Developed and managed all internal channels (implemented dual language communications)
- Led cross business team on the creation and roll out of ethics programme in Saudi Arabia
- Communications lead for incident and crisis management
- Developed and implemented comms plan for UK office relocation
- Managed a team of eight split between KSA and the UK

Communications Consultant – OFFICE OF NATIONAL STATISTICS

Nov 2006 – Mar 2007

Contract role to devise the Communications and Publicity Strategy for the 2011 Census. This was a full spectrum project ranging from public affairs, media relations and product placement to a national advertising campaign and celebrity strategy. It included developing the stakeholder identification and engagement plans, staffing levels and budget, and an internal communications strategy.

Senior Advisor – LOCAL GOVERNMENT ASSOCIATION (UK)

Sept 2005 – Sept 2006

Contract role to restructure and rebuild the LGA Media and Campaigns teams. This involved creating a proactive internal ethos, harnessing local councils and creating partnerships with other professional organisations to devise and implement national media campaigns.

European PR Manager – DECHERT LLP (UK & Europe)

Dec 2002 – Feb 2005

Created and implemented external PR plans for all European offices and practice areas. This included setting up a European marketing network using existing employees and external agencies.

- Developed thought leadership for European partners
- Responsible for all European internal communications and media relations
- Reviewed the firm's global internal communications function
- Managed the Firm's submissions to the legal directories

Head of Press – HOGAN LOVELLS (UK) 2002

Jan 2001 - Dec

Developed new in-house global Press office for the firm. Created and implemented media relations plan in support of the firm's business strategy.

- Created and developed global PR plans for individual practice areas
- Identified and developed/trained Partners as spokespeople on specialist areas
- Managed the firm's thought leadership programme
- Management of press team and external agencies
- Developed an international internal communications network to ensure maximum benefit for the firm
- Supported move to new London office

Head of Public Relations - MOORFIELDS EYE HOSPITAL (UK)

Jul 1998 – Jan 2001

Successfully set up the Hospital's first Communications, Fundraising and Marketing Functions. Created and implement the hospital's media strategy resulting in a 12-fold increase in positive media coverage. Working with external agencies led major public health campaigns (including the solar eclipse).

- Designed and relaunched award winning Hospital website (2.8 million hits in first year)
- £10m fundraising campaign for a new Childrens' Unit (raised within 2 years)
- Developed and managed a four part Channel 4 documentary series about Moorfields
- Organised and managed a visit by Her Majesty the Queen as part of the Hospital's Centenary

Senior Press and PR Officer – BRITISH ARMY (Global)

Sept 1992 – Jul 1998

Held a number of senior media and PR roles with the British Army, United Nations and NATO.

- Responsible for Army PR in South West England; covering 20,000 troops and the largest UK training areas. This included devising Regional media campaigns, acting as an Army/MOD Spokesperson, Incident Management and advising senior leaders.
- Developed and managed the production of a 4 part TV documentary on Salisbury Plain
- Responsible for all UN Military media relations in Nicosia (including media access into the Buffer Zone). Often dealing with very sensitive issues which could lead to political unrest or civil disorder.
- Responsible for media relations in the Former Yugoslavia. This involved developing the NATO Media Plan, advising senior military and civil commanders, being a NATO Spokesman and managing a Press Office of 6.
- Directed all MOD sponsored press visits to the former Yugoslavia (5-10 per week)

EDUCATION & QUALIFICATIONS

Executive Certificate in Sustainable Finance – **London Institute of Banking and Finance**

Post Graduate Diploma in Public Relations - **Chartered Institute of Public Relations**

TV and interview training – **Various**

Crisis Management – **Octo & Control Risks**

Regular Commission - **Royal Military Academy, Sandhurst**

BSc (Hons) Chemistry & Business Studies - **Queen Mary and Westfield College, University of London**

3 GCE A Levels, 11 GCE O Levels - **Eton College, Windsor**