

Melanie Worthy is a pr consultant specialising in strategic media campaigns, brand and reputation management, corporate social responsibility and public affairs. She is also experienced in chairing and facilitating marketing and policy forums and other industry events. Melanie works across all sectors and professions but has market expertise in financial services.

A Cambridge graduate, Melanie joined the Bank of England as a banking supervisor and in a City career spanning over 20 years has worked successively for KPMG, the Investment Management Association, the Financial Services Authority and the Association of British Insurers and as an independent management consultant. Her work included public affairs and policy advice, responding to government and regulatory reviews and providing select Committee support to the CEOs of leading life insurance offices.

Melanie brings expertise in all sectors within financial services: banking, securities, investment management and insurance. She is an Associate Consultant in financial services for Politics International, a Westminster-based public affairs agency leading. In:

- March 2007, Melanie organised a political debate in Edinburgh, partnered by *Financial Adviser* and sponsored by the Chartered Insurance Institute, just prior to the Holyrood May Elections, providing timely insights into political thinking on the future prosperity of financial services in Scotland.
- November 2007 Melanie facilitated a Flooding Forum looking at the impact of climate change, a discussion supported by the Met Office, DEFRA and AXA, which chairs the recently launched Climate Wise group
- January 2008, Melanie convened a Private Equity forum with leading law firm Kaye Scholer and EU strategic communications agency, Interel; an insightful discussion on the taxation, governance and regulation of the sector.
- Westminster, Melanie has facilitated industry discussion on the Government's retail financial services regulatory reform agenda, holding recent roundtable lunches, aided by an adviser to the Thoresen Review determining how to build a national Generic Advice service under the Government's Financial Capability flagship initiative and also on the suitability of Personal Accounts for the Government's programme of pension reform.
- Spring 2008, she advised a US insurer on its strategic and public affairs positioning in the UK pensions buyout business US insurer including advice on establishing a communications contact programme with UK regulators and government departments.

In January 2008 Melanie established her own consultancy, Worthy Communications to provide a full service pr offering to clients across all sectors and professions.

Melanie works with a number of UK, and international pr and strategic communications agencies.

Melanie has recently been appointed by a large management consultancy group specialising in strategic project management of complex capital projects to position its brand as "best of class" among its stakeholder audiences.

Melanie is also a freelance writer and has strong editorial and media skills and experience. She contributes articles in the regulatory and public affairs financial services arena and has written for Complinet, Financial Adviser, Public Affairs News and IFS School of Finance and CSFI publication, Financial World and is increasingly working with mainstream news media.

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