



Portland Executive



Portland



PORTLAND EXECUTIVE

Portland Executive is our new initiative, working with female leaders, and partnering with colleagues at law firms and City banks.

What?

This suite of services is designed for women looking to make maximum impact in the boardroom and their business sphere.

A bespoke service designed to support female leaders, it combines:

- Strategic counsel
- Personal brand
- Networking events and personal introductions
- Messaging and narrative development
- Speech-writing
- One-to-one coaching
- Bespoke event preparation
- Public speaking workshops
- Media training and engagement
- Time management and organisation

Why?

Businesswomen make up a growing percentage of the global workforce but are still under-represented in the boardroom. At the same time, gender pay gap reporting is shining a light on the disparity between men and women's pay in the workplace, reflecting a lack of female representation at senior level.

Working at the cutting edge of the corporate world, we recognise a need to support women in the executive environment with a responsive specialist service.

Why Portland?

At Portland, we understand ambition. We are driven to build better businesses and this means developing the female leadership pipeline, equipping women with the skills they need at the top.

We already work with female executives, philanthropists and political leaders across our business, who trust us to respond to their needs and help them be the best they can be.

Portland is proud to work with the Government Equalities Office (GEO) to raise awareness of the need for companies to report on the Gender Pay Gap.

We have a unique mix of senior advisors, male and female, who come together to provide support in both on-going and critical capacities. As a forward-looking company, we understand that diversity is essential for modern businesses.



Who?

Portland has established a dedicated unit for female leadership. We provide the very best counsel to our clients. Portland Executive includes those with considerable experience in Brussels, Westminster, Whitehall, Fleet Street and the City.

The team comprises executives, managers and directors from across Portland's Corporate, Health, Brexit, Government Advisory, Local and Philanthropy teams, with expert support from our Engagement, Digital and Content and Brand units.

Bringing together senior female leaders inside Portland such as Nicola Howson, Laura Trott, Victoria Dean and Zoe Brennan, Portland Executive has evolved from our work with leading women from our client base, into a complete package to ensure that female voices are heard in the boardroom and beyond.

Senior Counsel



Victoria Dean, Partner

Victoria Dean advises a range of clients on government and media relations, and specialises in Brexit. She is a former British High Commissioner and Government spokesperson, and joined Portland after 18 years in the UK's Diplomatic service, with postings in Paris, Brussels, Washington DC and the Eastern Caribbean.

She advises some of Britain's largest firms on what to expect as the UK moves towards exiting the European Union, and on how to achieve their goals in an ever more complex operating environment.

Victoria has huge experience in public speaking, appearing on panels, and media interviews, both in the UK and internationally. She is an enthusiastic champion of women in the workplace, and offers senior counsel to women in executive positions on their leadership style, profile and positioning.



Zoe Brennan, Partner, Head of Writing

Zoe Brennan has a distinguished career as a national newspaper journalist and now brings her skills to Portland Writing. She was Westminster Correspondent at The Sunday Times, European Correspondent at The Press Association, City Reporter at The Daily Express and Senior Feature Writer for The Daily Mail and The Daily Telegraph. She has written across a wide variety of publications from The Spectator to Tatler, and has worked as a ministerial speechwriter. She also has extensive broadcast experience.

Zoe spends much of her time preparing clients for their own public engagements – from major international speeches to media appearances and everything in between. As part of Portland's Senior Leadership team she leads on speechwriting, drafting op-eds and messaging across the agency.



Laura Trott, Partner

Laura advises a range of Portland's corporate clients on all aspects of Government policy and communications.

Laura is ex-Head of Strategic Communications at No. 10 and a former senior political advisor to David Cameron. While at No. 10 Laura co-authored the 2015 Conservative general election manifesto and has 7 years of experience working at the highest levels of Government.

Laura began her career at Booz and Co as a strategy consultant, and was later appointed Chief of Staff to the Minister for the Cabinet Office Francis Maude.



Nicola Howson, Senior Advisor

Nicola Howson is Portland's Senior Advisor for Corporate and Philanthropy. She is a Communication and PR specialist and is regarded as one of the most respected experts in her field.

Nicola joined one of the leading communications agencies, freuds, in early 2006 and established its Corporate practice, specialising in reputation management. She became CEO in 2010 and was responsible for nurturing and developing the agency, its people and its clients, including major brands such as Mars, Sky, Warner Bros and RBS.

The former ITV Network Communications Director left freuds in 2014 and established her own independent consultancy, where she continues to advise international corporations, brands and high-profile individuals on their reputations. Nicola also serves as an Ambassador to the conservation charity, WWF and is a member of the Council for the National Youth Theatre of Great Britain.

Clients and Partners

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Telefonica

Heathrow



 AVIVA



Testimonials:

'It's great to know that someone has my back' **CEO**

'Portland's team has given me extra confidence when engaging with Government'

Senior Director at UK corporate

'The help in speechwriting, projecting myself, and striking the right tone has been invaluable, both internally and externally. It has allowed me to take my leadership skills to the next level'

Executive Director

'Portland is my secret weapon. Their advice has been a game-changer' **Senior corporate leader**

How?

If you are interested in finding out more, please email zoe.brennan@portland-communications.com or phone 020 7554 1600

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