

# Richard Etienne

COMMUNICATIONS STRATEGIST

**PHONE** +44 (0)7872 833998  
**EMAIL** me@richardetienne.co.uk  
**LINKEDIN** /richardetienne

## PERSONAL SUMMARY

Over 19 years of experience working within the public, private and third sectors as a communications strategist, specialising in personal and corporate brand development, storytelling, consumer analysis, internal and external focused campaigns, DEI (diversity, equity & inclusion) leadership, film and event production. Former Head of Video Communications for then Prime Minister Theresa May, I have since led the strategic comms development of global brands in entertainment, technology, education and finance. Read my full bio on [www.richardetienne.co.uk](http://www.richardetienne.co.uk)

## DEVELOPED BRANDS SUCH AS:



## Elsevier



*Director, Global Internal Communications & Engagement* Aug 2021– present

- Appointed to define and execute innovative employee communications and engagement strategy for Elsevier with defined objectives, messages, deliverables and measurement criteria.
- Working with the VP of Global Internal Communications to support, coach and engage Elsevier's Leadership Team (C-Suite) and senior leadership in driving culture change and clarity of communication around our strategic goals. This includes the improvement of their social and presentation skills online.
- Develop and oversee innovative internal engagement campaigns that embed our operating principles (mission and values) and create awareness around our strategy.
- Project manage the all-colleague Town Hall events and produce its popular annual review video.
- Lead the communications strategy for Elsevier's Gender Pay Gap, which has seen a YoY narrowing.

## Department for Business and Trade (DBT)



*Deputy Head of Internal Communications & BAME Network Co-Chair* May 2019 – July 2021

- Appointed into a newly created role to increase the Leadership engagement and performance People Survey (all staff) scores. Achieved an 11% increase in my first year in office.
- Strategic direction of leadership communications and engagement to over 5,000 international staff. Leadership communications in this instance includes shaping the messaging and brand positioning of the Secretary of State, Permanent Secretaries and senior civil servants.
- Manage the internal communications team, coaching them to achieve excellence, while shaping the strategic vision of multiple high-level projects and staff events.
- Project manage the annual two-day leadership conference, attended by a global audience, which in 2020 was the first senior leadership virtual conference by a central government department.
- Elected DIT BAME Network co-chair guiding the Department through culture led change during a time of deep reflection. Permanent Secretary Champions Award for my part in leading the Network's 400+ members and allies (up from 70 the previous year) through a difficult year with “empathy and passion”.

## The Guardian



Masterclass Tutor

June 2017 - Jan 2024

- Writer and tutor of masterclasses on how to succeed as an introvert professional and how to use the power of video storytelling to promote one's personal brand.
- These classes are continually high-selling within days of release and are delivered to external corporate partners.

## 10 Downing Street



Head of Video Production

May 2018 - May 2019

- Official videographer to UK Prime Minister Theresa May, other government ministers, senior civil servants and others as part of official visits, trips, speeches, conferences, receptions and a wide range of other events.
- Strategic planning of filming, including signing off social media copy, briefing Special Advisors and Press Office to select guests to invite to official visits and events.
- Established a new Instagram channel, collectively increasing Downing Street's social media engagement by over 800%, compared to that of the previous year's average.

## Cabinet Office



Digital Content Manager,  
CHOGM 2018 / [chogm2018.org.uk](http://chogm2018.org.uk)

Oct 2017 - May 2018

- Responsible for the strategy, creation and distribution of online content for the bi-annual Commonwealth Heads of Government Meeting (CHOGM). This was the largest summit ever hosted in the UK with over 1 billion social media impressions received during the campaign.
- Personally invited by Buckingham Palace to produce a series of exclusive videos to promote the inaugural Commonwealth Fashion Exchange, hosted by HRH The Duchess of Cambridge and Countess of Wessex.
- Comms lead for engagement with Commonwealth Heads of State and High Commissioners.

## The Economist



Digital Media Project Manager

Feb 2017 - Aug 2017

- Strategically led the creation of Bacardi Group's first ever global media centre - a first of its kind in the luxury drinks industry, providing royalty-free, high resolution media assets to journalists and social influencers. It is still in use today, serving over 25,000 users daily.

## OPELLO™ Media



Founder,  
Director of Creative Services

Apr 2008 - Jan 2017

### Awards

2023

Best medium-sized team

The Institute of Internal Communication

2020

DIT GREAT Team Award winner

- BAME Network Co-Chair

2019

Civil Service Skilled Peoples Award for services to videography

### Boards and governance

2021 - present

Trustee, Hackney Empire

2019 - present

Trustee, SarcoidosisUK

2019 - 2021

Independent Steering Group member, RNIB

### Books

The introvert's survival guide, 2020

Self-promotion for introverts, 2020

### Films

The iD Project, 2019, U