

Melcrum appoints new Research Director

London: 12th July 2010 -- Melcrum's Strategic Communication Forum, a research and advisory service offering best practice internal communication guidance to some of the world's leading companies, has appointed Rebecca Richmond as research director.

Richmond assumes responsibility for Melcrum's Forum of leading global companies, and is also responsible for further growth for Melcrum's membership of internal communication leaders. She will lead Melcrum's team of researchers and content experts, as well as presenting and facilitating events across the world.

Says Richmond, 'As we come out of the economic downturn, strategic internal communication is more important than ever. I'm joining Melcrum at a time of great opportunity to grow the global network of Forum membership as more and more large organisations realise the benefits of tapping into the wealth of communications expertise, best practice, shared experience and member-driven research that Melcrum's Forum provides.'

Melcrum's co-founder and group managing director, Robin Crumby, says 'Appointing someone with Rebecca's high level experience to this key role is another important step in our growth plans. We now have unrivalled global expertise in our research organisation.'

Before joining Melcrum, Richmond was marketing director of LRN Corporation in Europe, a privately held company offering solutions, educational tools, & consultative support to help companies manage governance, ethics & compliance processes. She had responsibility for all marketing and communications activity across Europe, reporting directly into a US-based Executive Committee Board.

Previously, Richmond was head of the European sales, marketing and communications practices for international management consultants The Corporate Executive Board Company (EXBD) who provide business insights, data, and tools to business executives and professionals in the United States, Europe, and globally. In her 10 years with EXBD, Richmond held a number of leadership roles both in Europe and the US, spanning functions from relationship management and business research to executive education and presentation delivery around the world.

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About Melcrum

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication.

Melcrum advises internal communication leaders at 69 per cent of the Global Fortune 100 largest organizations and 84 per cent of the FTSE 100. Through independent research and executive education, Melcrum helps internal communicators achieve the rewards and recognition they deserve.

With global networks and offices in the UK, US and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and web sites.

Editor Note:

Photography of Rebecca Richmond available on request 07885 270 349 or by email Jacqui@jgmpr.com.

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