

**PRESS RELEASE – for immediate release**

Brussels, 8 March 2010

## Policy Action appoints Advisory Board

Policy Action, part of College Public Policy, has announced the establishment of an Advisory Board to provide guidance and expertise to the management of the EU affairs based consultancy. The Board will serve in a non-legal capacity supporting the company in the provision of strategic direction and helping to assist Policy Action in its growth plans.

Policy Action, managed by partners Wes Himes and Lucy C. Cronin, has been involved in EU public affairs for over a decade and maintains blue chip clients such as the European Digital Media Association (EDiMA), Zurich Financial Services, Lloyds Banking Group and the World Council of Credit Unions.

*"Lucy and I are delighted that such a group of esteemed professionals are willing to provide guidance and support for the work we are doing for our clients and the overall company. The experience they bring to our work is unparalleled and can only strengthen our growing brand and service in Brussels",* said Wes Himes, Managing Partner at Policy Action.

The members of the Advisory Board (AB) are the following:

**Chairman – John Bowis** - *John is a former Member of European Parliament (retired in 2009) and UK Health Minister. As a former MEP John was very active in the health area and serves today as Honorary President of Health First Europe; Vice-President, European Health Forum Gastein; a Board Member of TBVI, Global Initiative on Psychiatry, and Vice President Diabetes UK. He also holds Honorary Fellowships with the Royal College of Psychiatrists and the Royal Society of Physicians.*

**Eduardo Antoja** - *He was a former Director of Corporate Relations for CIRSA and, lately, Director of Business Development for NORTIA Corporation.*

**Francisco Mingorance** - *Senior Director, Government Affairs EMEA, Business Software Alliance. He is a specialist on European ICT technology, intellectual property and Internet policy issues.*

**Morten Nissen** - *Partner with Bird and Bird law firm in Brussels. Morten is a specialist in competition issues particularly in the sectors of media, electronic goods, banking and energy.*



**Karl Snowden** - former Head of HBOS Public Policy and Head of Government and Industry Affairs for Zurich Financial Services. Karl is currently a trustee of the David Hume Institute and a director of the Westminster Forum.

John Bowis, Chairman of the AB, comment that *"I am delighted, along with all of the AB members, to have been asked to participate in the company and be part of its future. We see our role as not only supporting the Policy Action team, but working closely with them to help them in their future plans and strategy"*.

The Advisory Board will meet regularly and provide advice in areas such as strategy, brand positioning, human resources and business development.

Wes Himes and Lucy C. Cronin, partners in Policy Action, stated: *"We have an excellent track record of value for our clients. The Advisory Board will help expand our proposition to all parties looking for a unique public affairs service that our existing clients have come to know through the years"*.

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## **Notes for Editors**

### **About College Group**

Policy Action – the EU affairs consultancy – is part of College Public Policy, the government relations and public affairs practice of College Group.

College Group is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Group's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; healthcare and life sciences; employee engagement and strategic research consultancy. For more information, visit [thecollegegroup.com](http://thecollegegroup.com)