

17 October 2012

Edelman's Robert Phillips appointed Visiting Professor at Cass Business School

Cass Business School, part of City University London, is pleased to announce the appointment of Robert Phillips as Honorary Visiting Professor in the Practice of Public Relations, to its Faculty of Management.

Phillips is the President and CEO, EMEA, of Edelman – the world's largest Public Relations firm. He is also the co-author of *Citizen Renaissance* and a frequent essayist, conference speaker and media contributor on citizenship, business and leadership.

He drives the development of Edelman's global thinking on Public Engagement – the evolution of public relations – and is closely involved with Edelman's annual Trust Barometer.

In 1987 Phillips co-founded Jackie Cooper Public Relations (JCPR), which grew into the leading consumer brand Public Relations firm in the UK. Along with his business partner, Jackie Cooper, Robert sold the business to Edelman in 2004 and he became CEO of Edelman's merged UK businesses three years later.

Under Robert's leadership, Edelman grew 55% in the UK in three years; joined the ranks of the Sunday Times 100 Best Companies to Work For; and won 'Consultancy of the Year' in 2009 and 2011 (securing runner-up in 2010).

Robert was educated at Balliol College, Oxford and the University of London. He sits on the Advisory Board of the Global Economic Symposium and on the Advisory Board of the Circle of European Communicators. He is a Trustee of New Deal of the Mind and a Board member of the Public Relations Consultants Association.

Professor Cliff Oswick, Head of the Cass Business School Faculty of Management, comments: "We are delighted to welcome Robert to Cass. His impressive and entrepreneurial career trajectory serves as an inspiration to our students. As the business world increasingly recognizes how vital quality reputation management and public engagement activities are, Robert will be able to provide the Cass community with unique insight into these areas."

Robert Phillips comments: "It is an honour and a privilege to be appointed to this post and I very much look forward to both sharing and testing ideas and experiences within both the academic and student communities."

Phillips joins Cass as it celebrates an anniversary. 2012 marks 10 years since City University Business School became Cass Business School with new premises, name, and brand - the business school for the City of London.

Miranda Thomas, PR Manager, Cass Business School
Tel: +44 (0)20 7040 5274
E-mail: miranda.thomas.1@city.ac.uk

ABOUT CASS BUSINESS SCHOOL

Cass Business School, which is part of City University London, delivers innovative, relevant and forward-looking education, training, consultancy and research. Located in the heart of one of the world's leading financial centres, Cass is the business school for the City of London.

Our MBA, specialist Masters and undergraduate degrees have a global reputation for excellence, and the School supports nearly 100 PhD students.

Cass offers the widest portfolio of specialist Masters programmes in Europe. It also has the largest faculties of Finance and Actuarial Science and Insurance in the region. It is ranked in the top 10 UK business schools for business, management and finance research and 90% of the research output is internationally significant. Cass is a place where students, academics, industry experts, business leaders and policy makers can enrich each other's thinking. For further information visit: www.cass.city.ac.uk.

A DECADE AS CASS BUSINESS SCHOOL

2012 marks 10 years since City University Business School became Cass Business School - new premises, name, and brand - the business school for the City of London.

This followed a generous donation from the Sir John Cass's Foundation. Founded in 1748 by philanthropist Sir John Cass, the Foundation is one of London's oldest and largest education charities. Sir John Cass was born in the City of London in 1661 served as Alderman, Sheriff and MP for the City, receiving a knighthood in 1712.

Cass is marking this anniversary with a year of activities and events. The celebration will start in September 2012, which marks 10 years since Cass's contemporary premises on Bunhill Row opened for business.

For more information see www.cass.city.ac.uk/10th-anniversary

ABOUT EDELMAN

Edelman is the world's largest public relations firm, with 65 offices and more than 4,500 employees worldwide, as well as affiliates in more than 30 cities. Edelman was named Advertising Age's top-ranked PR firm of the decade in 2009 and one of its "A-List Agencies" in both 2010 and 2011; Adweek's "2011 PR Agency of the Year;" PRWeek's "2011 Large PR Agency of the Year;" and The Holmes Report's "2011 Global Agency of the Year" and its 2011 "North American Large Agency of the Year." Edelman was named one of the "Best Places to Work" by Advertising Age in 2010 and 2012 and among Glassdoor's top five "2011 Best Places to Work." Edelman owns specialty firms Edelman Berland (research), Blue (advertising), A&R Edelman (technology), BioScience Communications (medical communications), and agencies Edelman Significa (Brazil), and Pegasus (China). Visit www.edelman.com for more information.