

Biography

Olivia Lane-Nott, BA (Hons), MCIM, MCIPR

After completing a media and society degree, Olivia worked for various advertising agencies and soon realised that brand and communications were her passion.

She started her career in communications at Cardew Group, a financial and corporate PR consultancy. It was here, for four years, that she acted on behalf of FTSE and AIM-listed quoted and non-quoted clients, covering all aspects of financial PR: M&A, IPOs, fund launches and crisis communications.

Clients included: Lonmin Plc (Platinum mining company); Lonrho Africa plc (African hotel group); Murgitroyd Group plc (Patent & Trademark attorneys); Paramount plc (premium restaurant group); Royal Bank of Canada Capital Markets; and The Unwins Wine Group Limited.

Olivia joined Knight Frank, the global residential and commercial property consultancy, in January 2005 heading up Corporate Communications before advancing to Salaried Partner and Global Head of Marketing and Communications. She successfully managed a 26-strong team, effectively an in-house marketing and communications agency: marketing, emarketing, graphic design, online, PR, social media, internal communications and database.

She played a significant role in the global roll-out of the refreshed brand and set strategy to maximise and manage the Company's reputation.

After six and a half years at Knight Frank, she left to set up O Consultancy.

O Consultancy gives clear, considered and innovative communications consultancy to brands. Using its simple service model - Seek, Think, Action, Review - it helps clients: grow their brand and business; innovate, lead and stand out from their competitors; reach more clients and customers; and use marketing, PR and social media to help win more business.

For further information, please visit: www.oconsultancy.com