



## Richard Sambrook

**Richard Sambrook is Global Vice Chairman of the world's largest independent PR company, Edelman. Before that he was a journalist in the BBC for thirty years and had a hand in steering news coverage of most of the world's major events in that time. He has led three BBC divisions - Sport, News and Global News - and is a passionate advocate of the internet and social media.**

### Strong Beliefs

**The importance of transparency and accountability in management**

**The importance of clear communication in a globalised world**

**The importance of leadership and interpersonal skills to success in any enterprise**

### Themes

**The future of the internet**

**The future of News**

**Leadership in Crisis**

**Richard Sambrook** is Global Vice Chairman and Chief Content Officer for the world's largest independent PR company, Edelman. He is responsible for overseeing all content produced for their major corporate clients and also leads their crisis and issues management practise.

From 1980 until 2010 he was a journalist for the BBC. During this time he edited the Nine O'Clock News, was the BBC's News Editor, Head of News-gathering and then led three different divisions - Sport, News and Global News. He has had a hand in the news coverage of most major events of the last 30 years. As a manager, he led global teams of up to 3000 people and delivered radical change in a fast-moving competitive industry. He was instrumental in the development of the BBC's live news channels and internet sites and the introduction of digital services and technology. He helped change industry practise for protecting journalists in war zones and hostile environments and has campaigned for journalists' safety. He is Chairman of the Arts and Business Advisory Council, serves on the board of the World Service Trust and is a Fellow of The Royal Television Society and of the Royal Society of Arts.

He is an advocate of the internet and social media and was an advisor to the UN's Internet Governance Forum on the future of the internet.

He is a frequent speaker at international conferences, including the World Economic Forum in Davos.