

Amy Saunders, PhD
Senior B2B Content Strategist & Editor

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Professional profile

I make technically complex B2B organisations credible to the audiences that matter most.

With a PhD in Chemistry and twelve years writing, editing and commissioning across the world's most demanding industrial and technology sectors, I bring genuine scientific rigour to content that most writers approach from the surface. I've produced thought leadership, long-form editorial, investigative features, white papers, and strategic content for Nokia, Ericsson, Huawei, ZTE, Cisco, BAE Systems, Lockheed Martin, Boeing, Rolls-Royce, Accenture, Oracle, Siemens, ABB, and CrowdStrike - earning the trust of technical experts who have no patience for content that gets the detail wrong.

I work best when the subject matter is genuinely complex, the audience is expert, and the content has to do real work in the world. I'm as comfortable developing an editorial strategy as I am writing the piece myself - and I bring the same rigour to both. I thrive in collaborative environments where the standard is high, and I'm equally effective working independently when the brief demands it.

Core capabilities

Content & Editorial Strategy: Content strategy & roadmap ownership · Content marketing & demand generation · Brand voice & narrative architecture · Editorial governance & content operations · Editorial calendar management · Buyer journey & persona-led content

Thought Leadership & Partnerships: Authority-building & positioning · C-suite & SME partnerships · Executive ghostwriting · Sales enablement · Go-to-market content strategy · ABM-aligned content

Execution & Performance: Multi-channel delivery (web, social, long-form, short-form, email, newsletter) · SEO/GEO optimisation · KPI-driven content performance · Team leadership, mentoring & cross-functional collaboration

Sectors: AI · ML · Cybersecurity · Cloud Infrastructure · 5G · Data Centres · Satellite Communications · Telecoms · IoT · Fintech · Digital Health · Aerospace & Defence · Advanced Manufacturing · Digital Transformation · Sustainability · Net Zero · Digital Inclusion · SaaS

Professional experience

Editor | Kadium Publishing | September 2022 – February 2026

Publications: Networking+ · Data Centres Africa · Southern African Wireless Communications · Northern African Wireless Communications · Southern Asian Wireless Communications

Owned the content strategy, brand voice, and editorial operations for five international B2B technology publications, reaching 10,000–50,000 readers monthly across the UK, Africa, and Asia. Managed a team of 3–5 and a contributor network of 100+ technical specialists, executives, and industry analysts.

- Identified a gap in the African data infrastructure market and filled it by launching Data Centres Africa from scratch - growing it to 10,000 readers across four annual issues and establishing it as the authoritative voice on African data centre investment and connectivity.
- Solved the challenge of making global technology brands relevant to African and Asian markets by producing thought leadership and branded content for Nokia, Ericsson, Huawei, and ZTE; translating complex technical narratives into commercially compelling editorial that resonated with regional expert audiences.
- Defined and enforced a coherent brand voice and editorial governance system across technically distinct domains - AI, cybersecurity, cloud, 5G, data centres, satellite communications, telecoms, IoT, fintech, and digital health - eliminating inconsistency across a multi-publication portfolio.
- Increased content discoverability and production efficiency by integrating SEO/GEO strategy and AI/LLM tools into the workflow, improving output capacity without compromising quality or integrity.
- Built social media audiences from zero across all five publications, establishing a consistent brand voice and engaged professional communities across LinkedIn, X, and other channels.
- Enabled C-suite executives and technical SMEs across sub-Saharan Africa, North Africa, and Southern Asia to build narrative authority through thought leadership programmes aligned to their commercial and market objectives.

Group Editor | DS Air Publications | January 2016 – August 2022

Publications: Satellite Evolution Global · Satellite Evolution EMEA · Satellite Evolution Asia · Satellite Evolution Americas · Global Military Communications · NewSpace International Ltd

Drove content strategy and editorial operations across six B2B titles spanning advanced technology, aerospace, defence, telecommunications, and satellite communications. Consistently recognised for commercial acumen and the ability to align editorial strategy directly with revenue objectives.

- Created a new editorial brand in an emerging market by launching NewSpace International; developing the audience positioning, editorial identity, and content strategy for a publication at the intersection of commercial space and advanced technology.
- Strengthened international market authority and streamlined operations by consolidating regional Satellite Evolution titles into a single unified global publication (Satellite Evolution Global), delivering a coherent brand identity across international markets.
- Built publication credibility and audience trust through high-profile editorial access, including an interview with Major Tim Peake, alongside senior figures across aerospace and defence.
- Enabled globally recognised organisations to reach highly specialist audiences by producing thought leadership and editorial content for BAE Systems, Lockheed Martin, Boeing, Thales, Intelsat, Eutelsat, SES, and Airbus Defence & Space.
- Scaled editorial quality across concurrent titles by developing governance frameworks, production processes, and a mentoring culture that enabled the team to deliver consistently to deadline without compromising standards.

- Maintained consistent commercial alignment throughout tenure: recognised by senior leadership for translating editorial strategy into demonstrable revenue contribution.

Deputy Editor | Pro Global Media | September 2013 – January 2016

Publications: Global Cement · Global Gypsum · Global Insulation · Global Slag

Produced high-value strategic content for global heavy industry. Developed the SME relationship skills and technical translation capabilities that have underpinned my editorial career.

- Made highly specialised industrial technology accessible to international decision-makers by producing white papers, industry reports, and long-form strategic content for FLSmidth, Thyssenkrupp, Pfeiffer, Loesche, Claudius Peters, BEUMER Group, Schenck Process, Honeywell, and Rockwell Automation.
- Built executive content partnerships with C-suite leaders and technical experts at major global organisations, developing the ability to extract commercially valuable insight from complex subject matter experts and translate it into content that drives action.
- Represented the publications as editorial lead at major international industry conferences across multiple sectors and regions, many hosted by Pro Global Media; building a global professional network spanning heavy industry, advanced manufacturing, and industrial technology.

Independent work

Dark Fibre | substack.com/@dramysaunders | Launched March 2026

A weekly Substack covering the gap between what the technology industry says and what's actually happening underneath: who the infrastructure reaches, and who it doesn't. Eleven issues published across critical minerals, cloud concentration risk, AI infrastructure, payment fragmentation, digital inclusion, carbon markets, and workforce technology. Demonstrates sustained independent writing at publication standard across complex technical and policy subject matter.

Education

PhD Chemistry | University of Sussex | 2010-2014

Doctoral research in chemistry, providing the scientific rigour and technical literacy that underpins my ability to engage credibly with complex B2B technology content. Funded in part through the successful launch and sale of an e-commerce business (Cavy Couture), demonstrating entrepreneurial initiative alongside academic commitment.

MChem Chemistry (2:1) | University of Sussex | 2005-2009

Tools and platforms

Claude · ChatGPT · Perplexity · Copilot · Google Analytics · SEO · GEO · InDesign · Adobe Express · Canva · WordPress · HTML · LinkedIn · X · Bluesky · HootSuite · Mailchimp · Loom · SharePoint · Microsoft Office · Google Workspace