

Amy Saunders, PhD

Head of Content | Content Strategist | B2B Content Leader

Phone: +44 7940 158268

Email: a.j.saunders87@gmail.com

LinkedIn: linkedin.com/in/amy-saunders-92452461

Portfolio: amysaunders.journoportfolio.com

Profile

Content leader and editorial strategist with 12+ years' experience creating B2B content that builds credibility, authority, and audience. I specialise in content strategy, editorial leadership, thought leadership, and multi-channel delivery for technically complex sectors including technology, telecoms, cybersecurity, aerospace, defence, and industrial markets.

With a PhD in Chemistry, I bring technical credibility, strong SME relationships, and a practical understanding of how to turn specialist subject matter into clear, commercially effective content. I have led international publication portfolios, coordinated expert networks, improved workflows, and supported commercial growth through branded content and advertiser relationships.

Core Skills

Content strategy · Editorial leadership · B2B content marketing · Thought leadership · Executive ghostwriting · Brand voice · Editorial governance · Content operations · SEO/GEO · Audience growth · SME coordination · Stakeholder management · Multi-channel content · Commercial content

Experience

Editor | Kadium Publishing | Sep 2022 – Feb 2026

Led content strategy and editorial operations across five international B2B technology publications. Managed a team of 3–5 and coordinated a global network of SMEs, executives, and analysts across the UK, Africa, and Asia.

- Launched Data Centres Africa from scratch and grew it into a recognised voice in African data centre investment and connectivity.
- Produced thought leadership and branded content for global clients including Nokia, Ericsson, Huawei, and ZTE.
- Maintained brand voice and editorial governance across multiple technical subject areas.
- Improved production efficiency through workflow and editorial process changes.
- Built social audiences from zero across multiple titles.

- Supported commercial growth through new advertisers and branded-content clients.

Group Editor | DS Air Publications | Jan 2016 – Aug 2022

Led editorial strategy and operations across six B2B titles in satellite communications, aerospace, defence, and advanced technology.

- Launched NewSpace International and defined its editorial positioning and audience focus.
- Consolidated regional Satellite Evolution titles into Satellite Evolution Global.
- Produced content for BAE Systems, Lockheed Martin, Boeing, Thales, Intelsat, Eutelsat, SES, and Airbus Defence & Space.
- Built publication credibility through interviews and editorial access, including Major Tim Peake.

Deputy Editor | Pro Global Media | Sep 2013 – Jan 2016

Produced strategic content for global heavy industry and developed technical translation and SME collaboration skills.

- Created white papers, reports, and long-form content for FLSmith, Thyssenkrupp, Pfeiffer, Loesche, Claudius Peters, BEUMER Group, Schenck Process, Honeywell, and Rockwell Automation.
- Worked with executives and technical experts to translate complex ideas into clear content.

Independent Work

Dark Fibre | Substack | Mar 2026 – Present

Independent publication on infrastructure, inclusion, policy, and power in technology. Issues published to date across critical minerals, cloud concentration risk, AI infrastructure, payment fragmentation, digital inclusion, carbon markets, and workforce technology.

Education

PhD Chemistry | University of Sussex | 2010 – 2014

Doctoral research in chemistry. Funded in part through the launch and sale of an e-commerce business.

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

Tools

Google Analytics · SEO · GEO · WordPress · InDesign · Canva · Mailchimp · HootSuite · Microsoft Office · Google Workspace