

I'm a business oriented writer and author, working in areas of corporate communications, technology, design and branding across a number of sectors: travel, aviation, aerospace, telecoms, banking, medical.

I've had the privilege to work with clients in 24 countries across six continents – mainly creative agencies, corpcomms and management consultancies, aircraft manufacturers and airlines.

I write for a variety of prestigious **business publications**; I compose contract-winning **pitch documents**; and I present and moderate at **aviation industry conferences**.

Most of the projects I work on have a cross-cultural dimension to them, culminating in a book I've written, entitled **International Business Etiquette 20:20** - available on **Amazon**.

Clients I've worked for include: Air France, Airbus Industrie, Royal Jordanian Airlines, Sabena, Austrian Airlines, Turkish Airlines, Aeroflot, Boeing, SAS Scandinavian Airlines, de Havilland Canada (Bombardier), Fokker BV, GEC Marconi, British Aerospace, IATA, BE Aerospace, Lufthansa Technik, LAN Chile, Qatar Airways and the Saudi Royal Flight.

Feature articles and industry commentary: I write articles for, and have been quoted in, a variety of aviation journals and business publications, including Intelligent Life, International Herald Tribune, New York Times, British Airways' Business Life, Airline Business, Business Traveler USA, Flight International, APEX Experience, Interavia, Aircraft Interiors International, Business Aviation and Regional Transport, Aircraft Maintenance International, DesignWeek and others.

Recently published articles include a series on future airliner technologies for **British Airways' Business Life magazine** and a feature for **Business Traveler USA** on the Brain Game phenomenon.

Corporate Communications - Pitch and bid documents: I work on a freelance basis with corporate marketing firms, brand strategy consultants and creative agencies on the planning and writing of corporate communications for bid documents, proposals, press releases, pitch strategies and project planning. My understanding of project management is underpinned with extensive international project and programme implementation experience, and I'm also Prince2 Practitioner and ITIL qualified.

I've prepared, written and presented pitches on behalf of a number of multinational agencies including Addison Design Consultants, Identica, Davies/Baron, Futurebrand, Heywood Innovation, venturethree, King & Associates, and others.

I also have extensive experience in corporate annual reports, having worked with WPP's Addison Corporate Marketing (as their Digital Operations Director), with Sydney based Heywood Innovation (as their MD in London), and with Radley Yeldar, Merchant Cantos, Wardour and Randall Wilkinson and Colt plc. Through these companies I've managed corpcomms projects with Drax plc, Hikma plc, Great Portland Estates plc, Lancashire Holdings plc, Charter plc, Consort Medical plc, Colt Telecom plc, Heineken, WPP, Visa Europe, KPN Telecom, Swiss Re, Unilever, and Allen and Overy.

I've presented papers, moderated sessions and chaired conferences on branding, communication and technology themes at the following industry events:

- ARINC Aviation Satellite Conference in Annapolis, Maryland
- IATA Inflight Management in Bangkok
- Shephard Press's IPEC Inflight Passenger Entertainment and Communications Conference
- Terrapinn's Aviation Industry Conferences in London
- Aircraft Interiors EXPO Cannes and Aircraft Interiors EXPO Hamburg
- Ink's ARC2014 Airline Retail Conference

Further bio, credentials, recommendations and work examples can be viewed on **LinkedIn**, **Twitter**, **Instagram** on my website at www.paulsillers.com - or, better still, **call me on 07770 392984**.