



FOURTOLD APPOINTS SENIOR ADVISOR TO DRIVE FURTHER EU GROWTH

Oxford, 16 November 2018

AWARD-winning PR firm Fourtold has increased its expertise in strategic EU communications with the appointment of former European Union advisor and Reuters correspondent Darren Ennis to its Brussels team.

Darren has joined as Senior Advisor to help drive the continuous growth of Fourtold across a number of key sectors in Brussels and internationally. He will also support the current team on existing international client briefs.

Fourtold operates from Oxford, Brussels and Boston in the USA and has a network of associates across Europe.

His appointment comes after Fourtold was named the Medium Consultancy of the Year in the UK's Public Relations and Communications Association's (PRCA) 2018 National Awards on Tuesday.

Debbie Parriss, Fourtold founder and managing partner said: "We are delighted to welcome Darren to Fourtold. Our award-winning client work in Brussels has gone from strength to strength and we have been recognised as industry leaders in EU campaign and strategic communications.

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Darren's arrival enhances our offer in Brussels. We believe his experience can add further value to our current clients and attract future business at a crucial time for the EU. We are looking forward to working with him to take Fourtold to the next level and delivering further growth.

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DEBBIE PARRIS
FOURTOLD FOUNDER AND PARTNER

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With over 20 years' experience Darren, an Irish national, is a specialist in campaign communications and public affairs. He recently returned to Brussels for a second stint following a recent spell in Gibraltar where he led the Financial Services Commission's strategic communications and international affairs team and supported the government's Brexit strategy.

During his first 10 years in Brussels, Darren was an award-winning journalist with Reuters before EU High Representative Catherine Ashton appointed him as her strategic communications advisor.

Prior to his Gibraltar role, Darren was Head of External Affairs for Sellafield Ltd – the world's largest, most complex nuclear site – before being seconded as Strategic Communications Lead, UK Prime Minister and Cabinet Office as part of the UK Government Communication Service.

As a consultant, he has advised numerous governments and international organisations around the world and is also an advisor to the UK Centre of Nuclear Excellence.

Fourtold is a corporate communications and issues management consultancy, with strength across employee engagement and advocacy, change communications, issues and crisis and political advocacy support. It is expert in integrating the latest thinking and technology in social and digital media to its client offer with award-winning impact.

In 2017, Fourtold won 'Trade Association Campaign of the Year' award at the European Public Affairs Awards for its work with ECPA, which had already earned the 'Best In-house Agency Collaboration' award in 2016.



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