

# ANNA BOND

## Strategic Marketing and Corporate Communications

Tel: 07973 426085 | Email: anna.broughton@icloud.com



### Hello!

I'm Anna, a marketing and communications professional specialising in strategic corporate communications and employee engagement, and customer experience marketing.

**I am an accomplished and versatile communications professional, with broad experience in crafting compelling corporate narratives and copywriting, and in developing strategic internal communications and engagement programmes that support complex business and transformation projects.**

As a trained journalist and marketing strategist, I'm passionate about the role communication plays in an organisation's success and how, when paired with creative and insightful thinking, it can forge connections that inspire action and change, improve performance, and drive results.

Over my career, I have developed and delivered award-winning strategies and campaigns that enhance reputations, foster stakeholder loyalty, drive change management, and improve employee engagement and performance.

I have a proven track record of success in the healthcare, construction, and charity sectors.

With a background in advertising, PR, journalism, and brand marketing, I am a highly experienced marketing communications professional, having worked in senior roles both in-house and in agency settings, delivering projects and campaigns across national, EMEA, and global markets.

I am an enthusiastic, dedicated, and supportive team player with strong leadership and team management skills. I am comfortable advising senior executive teams, and enjoy building and nurturing strong relationships at all levels.

Whilst my experience largely spans the built environment and medical sectors, my broad understanding of corporate issues and delivering for diverse and complex organisations, has also afforded me to effectively use my knowledge and skills across a wide range of other industries, including entertainment, charity, consumer goods, and local government.

### Capabilities and Experience: At a glance

- Strategy
- Internal Communications
- DEI / ESG
- Business Transformation / Change Management
- Mergers and Acquisitions
- Leadership Engagement
- Campaign Development
- Brand Development
- Storytelling / Content Generation
- Research & Audits
- Award (winning) submissions

#### Gosling Creative [Healthcare agency]

Client Partner: Corporate Communications, ESG & DEI Specialist

#### Inquilab Housing Association

Head of Marketing Communications

#### Wates [Construction} Group

- Head of Strategy and Engagement - Sustainability / Health & Safety
- Head of Group Communications and Brand
- Group Internal Communications Manager

#### BAM Construction

Internal Communications Manager

#### KidsOut Children's Charity

Head of Marketing & Corporate Partnerships

#### Sanyo Consumer Electronics

- Marketing Communications Manager
- Advertising & Sponsorship Manager
- PR Manager



## Capabilities and Experience

**Strategy:** Developing and executing business, marketing, and communications strategies, with expertise in Environmental, Social, and Governance (ESG) and Diversity, Equity, and Inclusion (DEI). This includes the design and implementation of comprehensive communications programmes to support and drive business objectives.

**Business Transformation & Change Management:** Developing and leading communication programmes that support business transformation initiatives, including mergers and acquisitions, and major investment projects. Expertise in crafting employee engagement campaigns and developing cultural and behavioural frameworks to foster successful transitions.

**Content Creation:** Skilled in adaptable and creative writing for diverse audiences, including digital content, website copy, scriptwriting, media communications, presentations, and corporate storytelling. Focused on delivering compelling narratives that engage and inform.

**Internal Communications:** Designing and implementing employee communications and engagement strategies. Leading teams to execute major internal campaigns, manage communication channels, and organise events and congresses to foster employee engagement.

**Employee Engagement:** Collaborating closely with People and Culture teams and executive leadership to develop and manage employee engagement initiatives. This includes designing recognition programmes, awards, and crafting employee value propositions and branding to enhance organisational culture and retention.

**Integrated Marketing:** Creating insight-driven marketing campaigns across multiple media platforms, including digital, social, print, and video. Focused on aligning messaging to business goals and ensuring maximum audience reach.

**CEO & Executive Communications:** Advising senior leadership on communications strategies and messaging, including the development of speeches, blogs, video scripts, presentations, conference materials, and crisis communication. Also experienced in media training and interview preparation.

**Brand Strategy:** Crafting and refining brand propositions, from EVP branding to global corporate identities. Managing tone-of-voice, communication matrices, and overseeing the rollout of branding initiatives and product launches across national, EMEA, and global markets. Ensuring brand consistency and guardianship across all touchpoints.

**Project Management:** Leading the planning, execution, and delivery of major communication projects, ensuring alignment with business goals, managing budgets, resources, and stakeholder expectations, and delivering results on time and within budget.

**Research & Audits:** Conducting and analysing communication audits, customer perception studies, and competitive research to inform marketing communications strategies. Leveraging insights to drive impactful, data-led proposals.

**Creative Collaboration:** Partnering with creative teams and digital marketers to conceptualise and execute innovative campaigns, from initial briefings to final delivery, ensuring alignment with strategic objectives and brand vision.



## Recent Experience and Highlights

### Gosling Creative | May 2021 – current | Contract

- Gosling Creative is a strategic and highly creative agency that delivers campaigns and marketing communications for its clients in the Global MedTech and healthcare sector.
- My work supports the agency's healthcare clients across corporate, ESG and DE&I objectives, delivering strategic marketing communications across national, EMEA, and global audiences.
- This includes environmental campaigns and communications, corporate reporting, internal communications and employee engagement, DE&I campaigns, message and audience mapping, content curation, and change management / business transformation communications.
- I also provide strategic direction in support of the agency's growth plans and business objectives. This includes business development, new business presentations, and providing consultancy and support to its Directors and people, such as mentoring, delivering DE&I and ESG programmes, and staff training.
- Key achievements include:
  - Research and launch of BSC RM's DE&I strategy. This included qualitative and quantitative research, resulting in the creative development (and messaging) of a bold and interactive DE&I campaign across EMEA territories.
  - Delivering BSC's Global sustainability performance reporting deck, which included full copywriting and supporting narrative as well as creative.
  - Launching Boston Scientific's (BSC) closure portfolio following the acquisition of X-Tack. The campaign was the company's most successful external launch within EMEA.
  - The launch of BSC's Commercial L&D division's 'Conversations with Confidence' education programmes. The identity has been instrumental in achieving an 80%+ engagement rate for non-compulsory training modules.
  - Preparing film frameworks and scripts for a range of videos including patient, healthcare, and KOL interviews, product training, and CEO / Leadership announcements. This includes a series of female Senior and Interventional Practitioners (IP) in a campaign that supports and encourages the advancement of women into IP.
  - Launch of BSC's Rhythm Management division's major internal sales campaigns which were cited by the organisation (people and leaders) as being the most disruptive, energetic, and engaging campaigns ever launched.
  - Working with, and managing, multiple stakeholders across UK, EMEA, and US territories to effectively deliver the above on time, and on budget.
  - Development, curation, and launch of Gosling Creative's first ever 'Gripping Principles' and Delivery Framework, resulting in the launch of the agency's full rebrand in November 2024.

### Inquilab Housing Association [now Karibu Homes] | June 2020 – current | PTE + Freelance from April 2023

- My work for this London-based BME housing association saw the development of its three-year marketing and communications strategy in support of its business improvement programme, and long-term Corporate Plan and vision.



- Instrumental to the strategy was [is] improving resident engagement and satisfaction. This included the development of new channels and digital platforms to better inform and connect with its stakeholders, and to promote the Association's purpose to provide quality housing and services that its residents trust and value, while developing sustainable, cohesive, communities.
- A key deliverable has been the development and launch of a new website, resident app, and embedding communications and brand best practice across the organisation.
- A longer-term goal of the communications programme was to make Inquilab fit and ready for a potential sale / merger. This took place in April 2024 with the merger of Westway Homes, to now form Karibu Community Homes – the largest BME housing provider in the UK.

#### **Wates Group [Construction and Property Services] | September 2012 – June 2020 | Full Time Employed**

- During my at Wates I led the company's internal communications and brand team having been promoted from Group Communications Manager in May 2014. In these roles I worked closely with the CEO and Director of Strategy to develop and implement integrated communications in support of the Group's ambitious growth and transformation programmes.
- A promotion in 2018 to Head of Strategy and Engagement for Wates Group Sustainability team resulted in the development of the organisation's long-term strategies for Health & Safety, Wellbeing, Environment, Community, and Sustainable Innovation. Key elements included influencing and managing key stakeholders, developing and delivering supporting communications and engagement programmes, and evaluating and reviewing performance against the strategic goals.
- Key achievements included:
  - Leading communications on change management, ESG, people and culture, and acquisition integration.
  - Developing and launching the company's ambitious five-year environment strategy and supporting marketing campaign.
  - Reviewing and developing existing strategy on sustainable product innovation and growing Wates' portfolio of innovation partners to support low-carbon, energy-efficient, buildings.
  - Sitting on the company's Wellbeing Development Board as Communication Lead, and co-authoring its first-ever Wellbeing Strategy
  - Launching the company's five-year H&S strategy and award-winning campaign which saw the business achieve its goal of Zero Harm a year early (2020) and with a 98% engagement score.
  - Undertaking a full brand audit and review, and leading / managing the subsequent redesign / launch of a new, modern, identity for the Wates Group.
  - Overseeing all group-wide communication to ensure relevancy, accuracy, consistency, and clear messaging. In a 2017 communications audit Wates achieved an 'outstanding' score of >80%.
  - Managing leadership communications, preparing CEO messages and advising on all aspects of CEO leadership communication / cascade. In 2017 the [then] CEO received the industry's highest accolade of 'CEO of the Year'.
  - Reviewing and developing internal communications channels and the subsequent launch of social media channels and a new group-wide intranet.



## Earlier Career

The following summarises my earlier employment history. Of note are my roles with Sanyo and BAM Construct, where I worked on both a consultancy basis and as an employee. This demonstrates strong and trusted stakeholder relationships and an adaptability to working in both corporate (in-house) and agency environments.

- BAM Construct UK [Construction Group]- October 2008- September 2012  
**Internal Communications Manager**
- Freelance Consultant- September 2007- October 2008  
**Clients included BAM (above), Buckinghamshire Council, University of Bedfordshire**
- KidsOut [National Children's Charity]- September 2003- September 2007  
**Marketing & Corporate Partnerships Manager**
- Link Public Relations- October 1996- September 2003  
**Director: Clients included Sanyo and BAM Construct**
- Sanyo UK [Consumer Electronics / Retail]- February 1987- October 1996  
**Marketing Communications Manager, Sanyo UK- May 1992- October 1996**  
**Advertising & Sponsorship Manager, Sanyo UK- June 1990- May 1992**  
**PR Manager, Sanyo UK- February 1987- June 1990**
- Burgess Daring Associates [PR Consultancy]- October 1985- February 1987  
**Account Executive for Sanyo UK**
- Carl Byoir & Associates [PR Consultancy]- March 1982- October 1985  
**Trainee PR Executive / Junior Account Executive**
- Benton & Bowles (Global Advertising Agency)  
**Press Production Trainee / Production Assistant**

## Qualifications and Professional Development

- Business Studies and Administration (including budget control and project management)
- APPA [Advertising Press Production Association Diploma] post-college with Benton Bowles Advertising Agency
- PR & Media (two-year in-house training programme with Carl Byoir & Associates)
- Foundation Journalism with NTCJ
- Creative Writing and Storytelling Diploma
- Counselling (psychotherapy) Diploma
- DLS Course (Developing Leadership Skills) and 'Leading Change Management' course
- Familiar with web design and CMS [Concrete5] and analytics
- Proficient in MS office suite and AI