

Testimonials for Robert White



Robert is a great self-starter, able to pick up new situations very quickly and he delivers with panache and creativity. He is a great networker and builds solid relationships with stakeholders at all levels. He is also very much a team player and a lively, energetic contributor to team results.

Katherine Lamb, *Citigroup's Former Europe Head of Marketing, Global Transaction Services*



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Robert has been a real pleasure to work with. He possesses outstanding relationship management skills and was well regarded by the media. His work was of an extremely high standard: you always felt he was 100% committed and to ensuring best possible outcomes.

Jan Altink, *Former Director of Corporate Affairs, International, Mellon Financial Corporation*



Robert's passion for PR and all things related to stakeholder communications is evident from the very first time you meet him - it is/he is infectious! His knowledge, experience and enthusiasm coupled with his eye for detail, superior writing skills and drive to deliver best in class PR, internal and external communications is unmatched. It has been a pleasure to work with him, to learn from him and to witness him in action. A consummate communications professional in whom you can be supremely confident to raise and protect the reputation of your business.

Suzanne Holcombe, *MD of Insight Consultancy, Adviser to Payment Industry (including VISA, MasterCard and American Express), and Former Chief of Staff, FOREX CLUB Group of Companies*



Robert was an excellent media relations contact - one of the best in the industry. He understood his brief, and instinctively knew what journalists required. By the by, he was also great fun to work with - a unique character who combined charm and professionalism.

Richard Greensted, *Leading Global Custody and Communications Consultant, and noted financial services Journalist and Columnist, Editor, Scrip Issue*



Robert worked for FxPro as Head of PR for an eight-month interim contract. He participated in some major company projects, such as rewriting our website, marketing campaigns, market research, advertising, press releases and, in certain cases, he acted as spokesperson on behalf of the directors. He managed a team of five. Robert also continued a pre-existing relationship with Citigate Dewe Rogerson and helped in the appointment of a new agency (Financial Dynamics) and a media monitoring agency (Durrants). His contribution to all areas of company activity in which he was involved has been much appreciated. I believe that Robert will make a valuable addition to any organisation that he may join and I recommend him without hesitation.

Panagiotis Xydas, *Former CEO, FxPro Financial Services*



A highly charismatic, driven global Head of Communications and PR operating in a challenging financial environment. Robert has proved himself to be a detailed thinker as well a talented solution finder.

Keith Goldson, *Former Global Chief Marketing Officer, FOREX CLUB Group of Companies*



Gets to grip with his topic and then crafts his words with care to ensure a clear understanding of the message. Lives and breathes communications and gets the message across - every time.

Alistair Lamb, Former Marketing Director, Xchanging Plc



Robert White worked with Action Global Communications as a senior PR consultant and head of business development from January until September 2009.

My team and I found him to be extremely diligent and conscientious. He was also versatile across a range of demanding projects for our 40+ office network. Robert showed a real passion in his work and achieved outstanding results, demonstrating a great range of PR and business skills.

I am sorry to see him move on to new consultancy opportunities, but I have no doubt we will work together in the future. I have no hesitation whatsoever in recommending him to a senior position in PR and/or business development.

Tony Christodoulou, Chairman and Founder, Action Global Communications



Robert has generously shared his PR expertise and contacts to help raise the profile of Child In Need India (CINI). He has always been a pleasure to work with and has helped fill the gaps in our knowledge about how best to get CINI's name out there. Having access to someone with his extensive experience in the PR and Communications field has been invaluable to the charity.

[Anna Taylor](#), *Columnist for Third Sector Media, Former UK Director, Head of Child in Need India*



In 2009 I had the pleasure of working with Robert in Cyprus for three months. Robert is a consultant's consultant and professional at all times. He's someone who cares deeply about his work and is passionate about doing a first class job both for the team and clients. As well as this, he takes a very sympathetic approach towards his colleagues' needs and knows how to motivate a team through kind spirit. Anyone that works with Robert will benefit in numerous ways, not least of which from his professional integrity and strategic approach. It's not all seriousness though and he can joke on with the rest of them. He is a pleasure to work with and I hope our paths meet once more to do so again in the future.

[Stephen Davies](#), *Founder of Substantial Digital Health, and Former Director at PR Agencies Ruder Finn, Weber Shandwick*



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During his tenure at ABN AMRO Mellon Global Securities Services, Robert demonstrated a strong ability to think strategically about business growth and how a flawlessly executed communications and media plan would be critical to helping us achieve our goals. He did so through the media, in white papers and various board level presentations, and as a result was able to positively influence the direction of the firm.

During the years I worked with Robert at ABN AMRO Mellon GSS, he consistently displayed an ability to manage change in a fast paced, dynamic industry environment. His ability to create strategic frameworks and communication plans were an outgrowth of his highly developed leadership and listening skills. Robert assisted in the creation of numerous pieces of thought leadership which were based on fact and data analysis, and garnered positive interest from the media and clients alike.

Robert is a passionate PR expert who challenges everyone that he works with to deliver consistent and relevant messaging that is transparent and honest. He ensures that trust and integrity are important aspects of all stakeholder communications. Robert managed and leveraged numerous relationships with the media, outside vendors and agencies to successfully elevate the profile of ABN AMRO Mellon.

A highly effective and skilled PR and Communications Manager, Robert would be an asset to any organization seeking a collaborative communications leader to enhance their company performance. His passion and enthusiasm are great!

Kerry White, Managing Director, Global Director, Strategic Product Delivery and Commercialization at BNY Mellon



I don't say this about many people, but with Robert I've always said it and been delighted to do so: he's amazing at what he does in PR and communications. He's also a great person to work with – and he has an integrity and commitment for producing work that is always transparent, ethical and generates meaningful, bottom-line results.

We first worked together (2011-2013) at Forex Club, then a globally focused B2C FX company, where I was Head of Hedge & Quant. During that time he advised us brilliantly, raising the whole company's profile and reputation in the media via his international PR campaigns. Through PR and other activities, he highlighted our strengths to our stakeholders, especially among our clients and potential clients, but also among our partners and liquidity providers. His topics covered our trading standards, capabilities, technology and performance and much more, besides. Our company reputation across all key markets went from strength to strength as a result of his communications efforts.

In China alone, he was solely responsible for the creative ideas and structure behind the highly successful presentation I gave at the 2012 10th International Finance & Money Fair in Shanghai, China's leading annual financial services conference. Called [*The Secret Golden Fish of FX: Eight Ways to Achieve Success and Growth in the Retail FX Market*](#), this presentation caught the hearts and minds of the large Chinese and international retail FX audience. It was supported by his PR campaign, [a multi-language press release](#) and content marketing. It led to growth in our reputation, client take-up and media coverage in China: the perfect hat trick.

My business partners and I established zebrafx in 2013, an independent global (exc. US) retail FX company. Since June 2013 he has provided us with outstanding PR, communications and marketing counsel, from pre-launch and beyond. He wrote copy for our entire website, as well as our company documentation. Robert advised us on strategic integrated communications (marketing, PR and social media) and on reputation management. He surpassed our requirements on the need for results to demonstrate quality and excellence. He managed our press launch activities and wrote an [excellent, well-received press release](#) that targeted our key markets. It gained strong coverage and it immediately established our credibility in the retail global FX market.

If you want a passionately committed, ethical, bright and totally results-driven PR and communications adviser, you will do no better than Robert.

[Demetrios Zamboglou](#), *CEO of zebrafx, former Member of the Board and Head of Risk Management at FOREX CLUB Group of Companies*