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EXPERIENCE

Nov 03 – current PR & COMMUNICATIONS MANAGER

Kurdistan Development Corporation (KDC), London & Iraq

The investment promotions agency working in partnership with the Kurdistan Regional Government (KRG) to promote and implement trade and investment opportunities in northern Iraq; see www.kurdistancorporation.com.

INTERNATIONAL PR MANAGEMENT & EXECUTION: PR strategy management, story sourcing, monitoring and generating UK and international coverage, drafting official responses, expansion of media contacts, drafting and distribution of Q&As, speeches and press releases, selection of speaking engagements, agreeing key-messages, developing and delivering on-message presentations, training of key spokespeople, plus organising press trips to the Region.

MANAGEMENT OF INTERNATIONAL MARCOMMS: budget and project management, priority setting, execution and evaluation of traditional and electronic public awareness and B2B campaigns (print, radio, TV, online see www.theotheriraq.com) and events targeting policy-makers, international big business and private investors in diverse geographic markets, plus organising inward trade missions.

PUBLIC AFFAIRS/CRM: daily enquiry handling, relationship building and crisis management of all stakeholders: Kurdistan Regional Government and international satellite offices, House of Lords, House of Commons, shareholders, internal board members, national Ministries of Trade, The World Bank, United Nations, international trade associations, development agencies, big business, SMEs and private investors.

MAIN POINT OF CONTACT: setting communications protocol, templates and investor fact sheets for Kurdish commercial and government offices internationally, tracking daily phone and email enquiries, ensuring fast, tailored responses by the team.

WEB EDITOR: development from scratch, sourcing primary content, updating using HTML, driving traffic and conducting email sign-up campaigns. See www.kurdistancorporation.com (20,000 hits per month), www.theotheriraq.com (3 million hits in first month). Editorial Board member for www.krg.org.

TEAM MANAGEMENT AND INTERNAL COMMUNICATIONS: direct line manager of 2 employees in London and 2 in Kurdistan, reporting to the Chairman of the Management Board and the Prime Minister's Office.

Key Achievements Consultation on and launch of the Regional Foreign Investment Law

Successful procurement and investment facilitation for companies including Mason Thelen Reid, DLA Piper, PWC, HSBC, Austrian Airlines, General Motors, National Real Estate Company (Kuwait), Laban Post, Irish Energy Services...

Positive coverage on CNN, Sky News, Fox News, BBC World Service, Newsnight, Question Time, RTE, ABC TV (Australia) and in TIME, Business Week, Forbes, The FT, FDI Magazine, The Economist, Vanity Fair, Middle East Economic Digest, Trade & Travel Gazette, Construction News... Recent examples below;

The Economist www.economist.com/daily/news/displaystory.cfm?story_id=8960605

CBS www.cbsnews.com/stories/2007/02/16/60minutes/main2486679.shtml

Vanity Fair www.vanityfair.com/politics/features/2007/04/hitchens200704

BBC - Fancy a Holiday in Iraq? <http://news.bbc.co.uk/1/hi/business/6218210.stm>

World Business Report www.kurdistancorporation.com/worldbusiness.html

Sky News

www.krg.org/articles/article_detail.asp?ArticleNr=16714&LangNr=12&LNNr=28&RNNr=70

Leading an international trade delegation to Kurdistan on the first non-military plane to land in the Region for over 40 years and arranging coverage by Channel 4 News.

- June 03 – Nov 03 SENIOR RESEARCHER – LIFE SCIENCES / PHARMACEUTICALS
 Informa Ltd, London (Contract)
 A six month contract to research, develop and present a long-term strategy for Informa's portfolio of drug regulation conferences, exhibitions and publications, including consultation with new product development representatives, sourcing new cost-effective suppliers and the management of the events taking place during the six months period.
- May 00 – June 03 FOUNDER & MANAGING DIRECTOR
 Starfish Events & Communication, Amsterdam, The Netherlands
 Founded and ran an events and communications company with clients in Europe and the Middle East. Team included two members of fulltime staff and a database of regular freelancers. Responsibilities encompassed freelance recruitment, client generation and liaison, contractual negotiations, marketing, office management and accounting. See www.mtod.co.uk/starfish
 Projects included development of internal and external communications plans, copywriting press releases, small business plan development, programme and PR management of high-level events, on-site management, post-event/campaign evaluation, training courses and website development (including client intranets).
- Events ESOMAR Annual Conference, Vienna 2000, CEEPIF Power Forum, Budapest 2001 & Warsaw 2002, Middle East Energy, Dubai 2001 PowerGen Middle East, Abu Dhabi 2002, Energy in the Built Environment, Amsterdam 2002, Water & Wastewater Europe, Nice 2003, The World Sustainable Energy Conference, Amsterdam 2003.
- May 98 – May 00 SENIOR EVENTS & COMMUNICATIONS EXECUTIVE
 European Society for Opinion & Market Research, The Netherlands
 ESOMAR is a trade association with over 4,000 members in 100 countries, promoting global standards in market research and public opinion reporting. See www.esomar.org.
 Responsibilities included the management of the events and administration team of six, overseeing the publication of new codes of practice, the annual membership directory, press outreach and releases, website content and conference production.
 Vertical industries covered include: professional/business services, media, broadcasting, automotive, banking and IT, as well as country-specific campaigns and events in Europe and Asia.
- Sept 97 - May 98 ACCOUNT MANAGER
 PennWell Energy & Utility Group, The Netherlands
 A business-to-business media company providing print and online publications, conferences and exhibitions, see www.pennwell.com. Responsibilities included;
 Utility industry research in emerging markets in Europe and the Middle East to identify key topics/people for inclusion in conference programmes and strategic and technical advisory boards.
 Identification and risk evaluation of markets for new exhibition opportunities plus the execution and evaluation of direct marketing campaigns.
- Events Telecom Power & DistribuTech, Amsterdam 1997, PowerGen, Amsterdam 1998, CEEPIF Power Forum, Warsaw 1998, Turkish Power Forum, Istanbul May 1998.

Aug 96 - Sept 97 MANAGER
Conference Support International, Birmingham, UK
A venue and accommodation booking company in the process of establishing an event management team, responsibilities included;

Managerial role to motivate and co-ordinate a team of five working on client briefs to co-ordinate conferences, trainings, road shows and corporate incentives, as well as the business development functions of building a targeted in-house database, implementing direct mailing strategies, compiling marketing response analyses and client satisfaction reports.

June 94 - June 95 MARKETING ASSISTANT
Lice Colorstar, The Netherlands (University Placement Year)
Innovators and manufacturers of high-end technical photographic development equipment for domestic and international markets, responsibilities included:

Conducting consumer and competitor research to match product development with market needs, developing and testing English language technical manuals and new marketing material, researching and opening up new export markets, international sales forecasting, planning of exhibition participation, stand design and on-site sales management.

EDUCATION

Sept 90- June 92 Ulverston Victoria High School, Cumbria, United Kingdom
4 A-levels – Business Studies, Biology, German and General Studies.

Sept 92 – June 96 University of Wolverhampton / Hogeschool Holland, The Netherlands

BA Honours Degree in European Business Administration

Grade: 2:1

Core modules included marketing, communications, economics, project management, human resource management and a one year work placement.

June 97-June 98 Diploma in 'Fundamentals of Journalism' (UK Correspondence course)

May 99 'Basics of Market & Opinion Research', European Society for Opinion and Market Research

IT PROFICIENCY A high level of skill in Word, Excel, Outlook, Access, PowerPoint, Adobe Acrobat, Photoshop, ACT databases, Content Management Systems, Coffee Cup, Edit Plus and HTML.

LANGUAGES Fluent Dutch, beginners German, beginners Arabic (Modern Standard)

REFEREES 1. His Excellency Salah Al-Shaikhly, Iraqi Ambassador to the United Kingdom (on request only)

2. Michael Bland, FCIPR, MBCI, consultant, author, trainer and lecturer in Corporate Communication, +44 (0)7974365585, info@michaelbland.com

3. Andrew Mackay, Director, International Insights (UK), +44 (0)7958 675150, AndrewMackay@internationalinsights.co.uk

AVAILABILITY Negotiable notice period: within 2 weeks if necessary.