

## **APPENDIX1 CAREER (Sue McKerracher)**

I trained as a journalist in the UK and went to work for Reed International, now a global publishing company. I wrote for a variety of business-to-business titles and at 21 became the youngest editor in the group's history. After a few more years, I was ready for a new challenge and switched to public relations.

A year in a central London agency gave me the confidence to go out on my own and at 26 I set up William Murray PR Ltd, specialising in food and drink. Within a short time, we had attracted some big name clients, including Unilever, Heinz, Twinings, Whitbread and Forte. In 1987, we were named PR Week's Best Small Consultancy and I received an Outstanding Young Achiever award.

In 1999, with a staff of 15, we were billing fees in excess of \$2million. By this time I had taken on a partner and the business had expanded into advertising and design, with a further 20 employees generating \$5million turnover. With my first child on the way, I sold my shares to the management team but remained on the board as non-executive director.

Freed from the routine of running a small business, I continued on a freelance basis, taking on a wider spread of work, covering project management, marketing and communications as well as PR.

I spent a year working with Ernst & Young, launching the firm's Entrepreneur Of The Year awards in the UK, with The Times and Citibank, and project managing a high profile corporate governance initiative with the Institute of Directors. I became non-executive director of a group of nightclubs and I helped Norwich Union plan its response to the government's stakeholder pension announcement.

***From 2003 – 2005, I was contracted by the Museums Libraries and Archives Council (MLA) and the Department for Culture Media and Sport to develop and action a marketing strategy for English public libraries. This involved working with the Office of the Deputy Prime Minister and the Department for Education and Science.***

While with MLA, I was asked to organise Fabulous Finds Day, a network of events at nine regional museums around England, in partnership with the Portable Antiquities Scheme, 24 Hour Museum and the Campaign for Museums. I was also approached by the British Library and carried out several projects, including a review of the reader experience, a marketing plan for the Business and Intellectual Property Centre, and a proposal for maximising the value of the Library's Turning The Pages software through its partnership with Microsoft Vista.

Other clients last year included the British Institute of Innkeeping, Sherborne School for Girls and Sandwell Primary Care Trust.