

Robert Pickard

President & CEO, Asia-Pacific, Burson-Marsteller

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Summary

The leader of a rapidly expanding 32 office network across 16 Asia-Pacific markets with more than 700 employees. An international public relations executive with more than two decades of experience focused on providing communications counsel for senior decision-makers. Co-founder and leader of successful award-winning hypergrowth public relations consultancies (offices and practices) in four countries: the United States, Japan, Canada, and South Korea. Enjoys a global reputation in the PR industry for business-building entrepreneurialism and mastery of the commercial dimensions of the profession by inspiring top talent who deliver superior quality.

Specialties

Corporate, crisis, and change communications; public relations counsel for the c-suite; stakeholder relationship management; social media marketing; corporate social responsibility consulting; executive communications coaching and media training; sustainability strategy; public affairs and government relations. Developing and sustaining a worldwide network of relationships with key opinion leaders and media. Image development and reputation management. Digital storytelling. Publicity.

Experience

President & CEO, Asia-Pacific at Burson-Marsteller

February 2010 - Present (1 year 8 months)

In his first year as chief executive, Pickard led the firm to record financial performance with the highest revenue and profits in Burson-Marsteller Asia-Pacific's history. He expanded B-M's geographic footprint, opening new offices in Shenzhen, China and Kuala Lumpur, Malaysia. He was the catalyst for the creation of the firm's Asia-based global energy practice, its dynamic new digital capability, as well as its innovative international program aimed at meeting the PR needs of the next generation of Asian multinationals. Regularly quoted in media including on television and in the world business press, under Pickard B-M in Asia has generated considerable intellectual capital which has achieved a degree of visibility that the resurgent firm hasn't enjoyed for years.

1 recommendation available upon request

President, North Asia; Representative Director, Japan at Edelman

August 2004 - June 2008 (3 years 11 months)

Grew Edelman's North Asia revenues ten times larger in a very hands-on way during six fiscal years, representing a plurality of the entire Asia-Pacific region's non-acquired growth during that time. In 2005 - with continued responsibility for Edelman Korea - founded Edelman Japan, the

global firm's first successful subsidiary in the world's second-largest economy. The Tokyo operation grew from nothing to 30 people within two years (in the operating black after year one). In a 50 office international network, Tokyo and Seoul were two of the agency's top 10 offices for quality as scored by clients (2007). Personally provided senior client counsel to leaders at AstraZeneca, Boston Scientific, Goldman Sachs, Merck, Microsoft, Nissan, Pfizer, sanofi-aventis, Standard & Poor's.

10 recommendations available upon request

Managing Director, Korea at Edelman

July 2002 - August 2004 (2 years 2 months)

Led the Korean operation to record revenues (+309%) and profits (38%), taking it from being one of the smallest offices in Edelman's Asia-Pacific region to the largest within two years. During his term, the Korean operation was twice named Edelman's 'Office of the Year' and won 'Consultancy of the Year' at the Asia-Pacific PR Awards (2004). Personally led and managed the Kia Motors Corporation global account from Seoul. Appeared across a full spectrum of national media outlets, covered and quoted on television and radio, newspapers and magazines. Recruited, trained and mentored a successor who continued the organization's winning ways.

7 recommendations available upon request

Executive Vice President & Founding Partner at Environics Communications

August 1994 - May 2000 (5 years 10 months)

Co-founder of one of Canada's premier communications consultancies (1994 at Toronto). Led the establishment of the first Canadian-owned PR agency in the United States market as founder and general manager of the firm's New York-area office (1996 at Stamford, CT). Focused on banking, energy and advanced technology clients.

5 recommendations available upon request

Vice President at Hill & Knowlton Canada

September 1990 - August 1994 (4 years)

Based in Toronto, founded the agency's technology practice in Canada and led the firm's largest account team (Microsoft). Specialized in international communications, including client projects in Brazil (at the United Nations Earth Summit) and South Korea (global PR via satellite at Seoul for a major energy sector announcement).

2 recommendations available upon request

Education

Queen's University

BA, Political Studies, 1984 - 1988

Activities and Societies: Prime Minister, Queen's Model Parliament; Member of the Queen's Debating Union

Guest lecturer at universities & colleges in the U.S., Japan, Canada, Korea, Singapore and

Hong Kong

Travel to 40 nations and all 50 US states

Honors and Awards

Certificate of Commendation, Public Relations Society of America (1993); Award of Merit, Canadian Public Relations Society (1993); Consultancy of the Year (Asia-Pacific), PR WEEK magazine (2004); and, Edelman Office of the Year (2004 & 2005).

Speaker on new media at the 2008 University of Southern California Global Conference; CSR panelist at the 2007 World Economic Forum meeting in Tokyo; speaker to the International Bankers' Association on "Building Stakeholder Trust Through Modern Communications" (2007); panelist at the Economist Intelligence Unit's "Corporate Communications – Blogs, PR, Advertising and the Media" corporate network meeting (2006); addressed the APEC Symposium & Workshop: "CSR for the Global Business" (2005); and, Member of the Canadian Delegation to the 1992 United Nations Earth Summit at Rio de Janeiro, Brazil.

Interests

World travel, social networks, politics, technology, maps, public speaking, science fiction, hockey, psychology, the environment and the outdoors. Antique radio collector. Film noir aficionado.

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25 people have recommended Robert

"Bob Pickard is simply one of the most gifted and credible PR and Digital Storytelling thought-leaders anywhere in the world today. It has been one of the great pleasures of my career to have had the opportunity to work with Bob. He generously gives much more than he takes, or ever asks for, and he is constantly on the look-out for new perspectives and new ways to bring value to Burson-Marsteller, to the clients it represents, and to our industry, at large. I will always remain indebted to Bob for being a genuine mentor and an excellent source of inspiration - as an international business leader, a man, a father, and a human being."

— **Zaheer Nooruddin**, *Director / Digital Lead, Burson-Marsteller*, reported to Robert at Burson-Marsteller

"I had a chance to very closely work with Bob between 2002-2007, directly reporting to him, and I was his successor at Edelman Korea. In four aspects, I would like to talk about his excellence: 1) Financial performance: He turned around a non performing operation to a greater one, both in Korea and in Japan, esp. in Korea, his performance was simply amazing as the record shows. In addition, I can confidently say that he really changed the games/dynamics of the Korean PR agency industry, from price competition to quality competition; 2) Customer relationship management: I learned from him a lot about customer relationship management, esp. at the top level. Under his leadership, Korea office's customer satisfaction score was among the top three globally; 3) Organizational development: He balanced very well when to drive growth and when to manage stability, so that the organization can enjoy sustainable growth. For example, Edelman Korea is still strong and he made the foundation of this continuous growth; 4) People development: He was the best boss for me, and still we are close friends to each other. Not only he was a great leader by himself, but also, he developed in advance future leaders, and managed one of the best leadership transition, when he became the President of North Asia of Edelman. Simply, my former company(Edelman Korea)'s success would not be possible without his strongest contribution, and also my personal career success would not be possible without his guidance. That's why I highly recommend Bob both professionally and personally."

— **Hoh Kim**, *Managing Director, Edelman Korea*, reported to Robert at Edelman

"Bob provided a level of communication service that was exceptional in Japan, bringing fresh ideas and recruiting a talented team of professionals to support the business. Bob is professional, makes

the effort to understand my business and provides sound counsel. I would have no hesitation to hire him again."

— **Simon Sproule**, was Robert's client

"Bob did a great job of parachuting into a new market and helping shape a dynamic PR strategy while building up a new organization from zero. Bob provided me with great expert advice on building up our local PR."

— **Mike Fischer**, was Robert's client

"We worked with Bob and his team at Edelman in Japan on several projects that covered both our Corporate PR as well as product specific projects. Bob has several key qualities that set him above others that I have worked with in communications in the past. He is very knowledgeable on communications issues. He has a long experience and a strategic focus. He has a very high results orientation and is able to deliver what he promises. His ability to define an appropriate strategy and then implement it is of the highest standard. He really has great leadership and had the obvious respect of the team he led - which flowed on to their commitment to the strategies that they worked on for our company. He ensures the highest level customer contact and stays close to the customer to ensure that feedback is immediate. I would have no hesitation in recommending Bob to prospective employers or clients in the future"

— **Wayne Paterson**, was Robert's client

"Bob was instrumental to an AstraZeneca launch of a new product onto the Japanese market. He knew his market well and gave us sound advice every step of the way. Furthermore, he and his team were very easy to work with, and truly understood the value of customer satisfaction. Bob moved smoothly through the challenges presented by the different cultures as well as that of working with a highly matrixed organization."

— **Åsa Josefsson**, was Robert's client

"I worked with Bob at Edelman Japan for 3 years from the very startup of our Tokyo branch until his departure three years later when the company had tripled in size. His determination, dedication, business sense and communication skills inspired us all to work hard and do our best to push the company in a forward direction. What impressed me the most was his ability and flexibility to adjust to Japanese culture and business customs to achieve the best possible Japanese oriented outcome in conjunction with globalization. He is also a "next to none" level mentor who guides, stimulates and listens to people. I would nominate him for the "Best boss" award, (if there is one)."

— **Yumiko Hayashi**, *Director, Edelman Japan*, worked directly with Robert at Edelman

"Bob established and developed a strong team in Japan, which is no easy task! His leadership

ensured a truly consumer focused response to briefs, balanced with a reality of what would deliver coverage for our brands."

— **Carol-Ann Stewart**, was Robert's client

"Bob has always a pleasure to work with and stood out among many of the people I deal with in Tokyo. Many don't really seem to be all that interested in dealing with the foreign media and, when they do, many are not particularly helpful. Bob and his team was always responsive to my needs and seemed genuinely interested in helping me get what I needed to get for IDG's text and video output from Tokyo. Even when it wasn't such great news for his client - and with one in particular Japan was a struggle - he always helped me. I look forward to working with him again at some point in the future."

— **Martyn Williams**, *Tokyo Bureau Chief, IDG News Service*, was with another company when working with Robert at Edelman

"Bob is the best international PR strategist I've met, a true samurai of the PR industry. He has been a great help to me in researching the industry, and I always made a point of going to speak with him when I visited Tokyo. Two things came through very strongly, right from the first conversation we had: the crystal clarity that he brings to situations, and his unique way of approaching things. He combines broad and deep industry experience with an up-to-the minute perspective in regard to emerging trends. After an hour of conversation, I often felt like he'd given me a week's worth of precision-guided insights. What he says is always concise; targeted to the topic at hand. Such is his knowledge and communication skill. It is second to none. He is accessible, responsive, and interested in helping people. A great listener, he quickly ascertains what is needed in a situation. Finally, he is a great motivator, someone who inspires loyalty because he cares about people, about helping them achieve their best; to get results. Japan can be a challenging market, with a high wall for outsiders, yet Bob succeeded admirably in building his team in Tokyo. Whether you are a potential client, a colleague, or seeking employment with Bob, I'm confident that you will have a great experience."

— **Jonathan Hoel**, *Freelance media content producer and communications consultant, Self-employed*, was with another company when working with Robert at Edelman

"Bob's professional record speaks for itself. He has successfully built lasting businesses in the PR field in several countries. Ultimately, his success can be attributed to his unswerving commitment to excellence, in terms of managing a business. Personally, I found Bob to be a truly outstanding professional mentor. To this day, there are many 'good business habits' that I rely on daily - attention to detail, managing client expectations, managing budgets, and so on - that I learned most effectively while working with Bob."

— **Charles Hogan**, *Director, Edelman (KOREA)*, worked indirectly for Robert at Edelman

"Bob was a highly visionary leader of a fast-paced, rapidly-evolving Korean market. By better identifying clients' needs (even when they didn't speak English), Bob was able to match clients to the right types of managers and leaders at the office he carefully selected. Bob is extremely insightful, strategic and analytical, and one of the most effective and results-driven market leaders I have seen out of any large global PR consultancy."

— **Theresa Ko Shin**, *Account Executive, Edelman*, reported to Robert at Edelman

"I had the pleasure of working with Mr. Pickard when he was Managing Director of Edelman and I was Country Manager for Pfizer Pharmaceuticals Korea Ltd. Bob brought a high level of expertise and dependable outcomes that had not previously been available. His leadership of the company was immediate and was embraced by his team which in turn overflowed to clients. I am very comfortable to recommend Bob without reservation."

— **Curtis Andrews**, was Robert's client

"Bob is a superb public relations counselor and strategist. He and the team he led did outstanding work. Bob was also able to capture just what we were looking for - he understood our position, point of view and the specific and sometimes complex path we wanted to take. A consummate professional, I'd retain his services again in a heartbeat."

— **Kurt A. Ebenhoch**, was Robert's client

"I have known Bob as a business partner and friend for about eight years, and cannot speak too highly of his merits. During my time with LG.Philips LCD, Bob and his team at Edelman Korea played an instrumental role in managing media relations in the follow up to our NYSE listing and during the construction and launch of a >\$5 billion manufacturing facility. I value Bob's truly international perspective on business, and have found him to be intelligent, articulate, creative and ready to take the time to personally attend to client needs."

— **Yuri van der Leest**, was Robert's client

"I worked with Bob at Edelman from 2002 until 2008. He joined Edelman Korea a few months after I joined and was instrumental in turning around the Seoul operation, which at the time was on the verge of being closed. From client service to mentoring to revenue generation, Bob turned Edelman Korea into the leading international PR firm in Korea and one that continues to stand out as the premier communications consultancy in the market. His leadership supported the office in being named 'Consultancy of the Year' by PR Week in 2004 as well as 'Office of the Year' (2004 and 2005) in the global Edelman network – a recognition that no other office has been able to achieve. Today, the Edelman Korea staff count themselves fortunate to be a part of the legacy that Bob helped to build. What sets Bob apart is his drive to be the best and do the best – he is a high achiever to say the least and being able to work beside him was not only a pleasure but one of the best opportunities in my professional career. His stellar performance in Korea took him to Japan

where he again did the unimaginable – the opening of an Edelman office in the overly-focused advertising market of Japan. This too turned out as a success and not at all surprising from someone who is willing to take risks and assume the helm of some of the most challenging professional work. To me, Bob will always represent the consummate professional and a lifetime career mentor...and I too am truly fortunate to call him a colleague and friend."

— **Margaret Key**, *General Manager, Edelman*, reported to Robert at Edelman

"I had the pleasure of working with Bob both as a client while at Kia and as a senior report while at Edelman. Bob is an extraordinarily detail-oriented, highly competitive professional with a client service ethic that is hard to match. While at Kia I benefited personally from his insight and counsel and from his training and mentoring capabilities. He combines sound strategic and tactical savvy with an encyclopaedic understanding of corporate communications in all its various guises. As a business leader Bob's results at Edelman speak for themselves. He was by far the most successful managing director in the region and, in Korea, forged a business that remains at the top of the industry even four years after his departure due in no small measure to the disciplines and attitudes that he instilled. As a senior report Bob demands only the very highest standards and has a laser focus on quality control. I always found him to be fair and approachable and as quick to compliment and encourage as he is to point out areas for improvement. Personally and professionally I found it a pleasure to work with Bob and have no hesitation in recommending him either from the perspective of a client or as a colleague."

— **Steve Bowen**, *Director, Edelman*, worked indirectly for Robert at Edelman

"I feel truly lucky to have an opportunity to work closely with Bob during his tenure at Edelman Seoul as Managing Director. Reporting directly to Bob, I witnessed his true dedication, professionalism and strong leadership, which made my time at Edelman by far the best professional experience I have enjoyed, and still is a source of inspiration. He always gave precise directions, and showed patience during the progress, while always readily in search of other talents and skills his subordinates/co-workers may be able to develop and excel in. If I had another chance to work with Bob, I wouldn't hesitate once."

— **Eugene Oh**, *Senior Account Executive, Edelman*, reported to Robert at Edelman

"Bob took a chance when he hired me as an account executive at Environics, since I had no agency experience and was a bit green. Fortunately, instead of leaving me to find my own way, Bob took me under his wing and taught me virtually everything I know about public relations. He trained me in the fundamentals first: the importance of clarity in written communications, meeting deadlines, attention to detail; then, as I progressed, he helped develop my skill set as a more senior account manager, including the subtleties of client management, appropriately dealing with the media and how to inject creativity into your public relations campaign. Most importantly, he taught me how to become a better manager by leading by example. Working for Bob is not easy. He

demands your best work all the time and does not accept mediocrity. But for those same reasons, he forces you to constantly hone your abilities and improve your professional skill set. And while he may have high expectations, he also thrives on seeing his employees succeed, which can be a rarity in our business. I admire Bob for constantly staying ahead of the curve for both industry trends and client service. At Environics, he helped to launch one of the industry's first web sites, in addition to being one of the first PR practitioners to develop expertise in the area of e-commerce. In today's world, you often see Bob's leadership via his commentary regarding blogs, social networking or how PR effects elections. He serves as an example that PR people are not just about spin, and demonstrates that communication professionals deserve a seat at the board table. Working with Bob is one of my fondest memories in my 13 years as a public relations professional, and I'm pleased that I can call him a mentor, but even more importantly, a friend."

— **Whitney Fleming**, *Vice President, Environics*, reported to Robert at Environics Communications

"Bob is an exceptionally talented senior communications professional known for his entrepreneurial spirit, his strategic insight and his skill at building strong relationships with colleagues and clients alike. He is both positive and proactive -- a true self-starter and a fantastic team player."

— **Daniel Tisch**, *Vice President, Environics*, worked with Robert at Environics Communications

"Bob and I first crossed paths in the mid-90's at a Governor of Connecticut press conference that Bob had successfully negotiated to help introduce Environics' first US-based client to the American marketplace. Soon after, he persuaded me to pack up, move, and join Environics -- and I have been with the company ever since. Bob taught me a great deal about public relations first hand, but of equal importance was watching and learning from him in action -- he knows what it takes to succeed as both an entrepreneurial business builder and as a sage client counsellor. Working with Bob in my formative years was a tremendous experience, and for this I will always be grateful."

— **Steve Acken**, *VP, Environics Communications*, reported to Robert at Environics Communications

"Bob epitomizes what it means to be a PR professional. I was thoroughly impressed with his knowledge, vision and leadership while at Environics Communications. He truly would be a wonderful asset to any agency or corporation."

— **Ben Trounson**, *Media Relations Supervisor, Environics Communications*, reported to Robert at Environics Communications

"Bob hired me very early in my public relations career – quite fortuitous for me, as he would play a vital role in shaping the kind of communications professional I would be for years to come. Bob was far more than an effective supervisor – he was a born leader who could inspire and motivate the team no matter what the challenge. As a state-of-the-art communicator, trusted strategic advisor and fearless new business leader, Bob attracted the commercial confidence of clients and earned

the utmost respect from colleagues. All this, combined with his die-hard dedication to quality and excellence, makes Bob a rare find. I am extremely fortunate to have Bob's unique stamp on my career – and to have him in my life as a friend still today."

— **Megan McDonnell**, *Vice President, Environics Communications*, reported to Robert at Environics Communications

"Our team efforts always benefited from Bob's extraordinary intellect, insight, wealth of experience and political know-how. In addition, Bob's inclusion on any project ensured the client would walk away happy knowing the job had been done right."

— **Denny Allen**, *Vice President, Media Training, Hill & Knowlton*, worked with Robert at Hill & Knowlton Canada

"Bob Pickard and I worked together on numerous accounts and he is indeed a true communications professional. His judgment skills are bang on, as is the quality of counsel he offers clients. Bob's subject matter knowledge and sharp instinct, always ensured that clients were provided with tremendous insight and absolute value. His ability to think through complex issues, coupled with his writing skills and interpersonal skills make him a real leader in the field. I would work alongside Bob any day of the week."

— **Jeff Ansell**, *Owner, Jeff Ansell & Associates Inc*, worked directly with Robert at Hill & Knowlton Canada

[Contact Robert on LinkedIn](#)