

Bob Pickard



Having served in senior public relations roles based in the United States, China, Japan, Korea, Singapore and Canada – and with one of the largest social media communities in the PR industry – Bob is a leading executive in the international communications world. *PR Week* of London named him one of the leading corporate communicators, and he is a founding member of the Global Ethics Council of the PRCA, the largest international public relations professional organization.

Bob has more than 30 years of experience focused on providing counsel and creating communications campaigns for senior business leaders in North America and Asia Pacific (coaching and counseling hundreds of executives, including personally briefing world-famous leaders such as Bill Gates, Donald Trump, and George Soros). His clients have included AstraZeneca, Bayer, De Beers, Foxconn, Goldman Sachs, GSK, Huawei, ING, Johnson & Johnson, Kia Motors, Merck, Microsoft, Nissan, PayPal, Pfizer, Sanofi, and Standard & Poor's.

Based at Beijing, in 2022 Bob became Director General of Communications at the Asian Infrastructure Investment Bank (AIIB). He an Executive Fellow for the Center for the Future of Organization, an independent think tank at the Drucker School of Management at Claremont Graduate University in California. He also serves on the Board of the Glenn Gould Foundation.

Before AIIB, he served as Principal of Signal Leadership Communication Inc., a public relations consultancy for executives dealing with digital disruption. In this capacity, he provided counsel to c-level clients on image, issues, relationships and reputation.

Until 2015, Bob was Asia Pacific Chairman of Huntsworth plc at Singapore, in charge of the regional business for global communications consultancies Citigate Dewe Rogerson, Grayling, and Huntsworth Health. He reported to Lord Chadlington.

Winner of the 'PR Agency Head of The Year' at the Asia Pacific PR awards in 2012, Bob served Burson-Marsteller as its Asia Pacific CEO where, for three years until 2013, he led and expanded a 38-office network of owned and affiliate operations across 16 regional markets with more than 750 employees. He fostered the creation of the global firm's Beijing-based energy practice and was a catalyst for the development of its portfolio of Asian multinational clients. He opened new operations in Shenzhen, China; Kuala Lumpur, Malaysia; and, he put together a joint venture in Ho Chi Minh City, Vietnam.

From 2002 until fiscal year 2009, as Edelman's Managing Director for Korea and later as North Asia President, Bob grew the firm's business in the region ten times larger. This included leading the Seoul operation to record growth as Edelman's largest market in Asia Pacific ('Consultancy of the Year' at the *PR Week Awards* in 2004 and two years in a row the firm's 'Office of the Year'), as well as market entry into Japan, establishing the firm's Tokyo office in a 51-49 partnership with the Edelman family.

Bob first came to Asia after a successful 12-year career in North American public relations. He was Executive Vice President of Environics Communications, a leading Canadian PR firm that he co-founded in 1994. In 1996, he opened the firm's New York-area office and in so doing, established the first Canadian-owned PR agency in the U.S. market. Before then, he was a Vice President at Hill & Knowlton Canada, where he founded the firm's technology practice and captained international communications projects, including global media relations for Canada's transfer of energy technology to the Republic of Korea.

A member of the Canadian delegation to the UN Earth Summit at Rio de Janeiro Brazil in 1992, Bob has a long record of involvement in sustainability issues and has been a speaker on corporate social purpose in Asia at APEC, Economist Intelligence Unit, and World Economic Forum conferences. Prior to working in the PR industry, Bob was active in public affairs and served as a political aide to Canadian federal Cabinet ministers, including the country's 16th Prime Minister (and later its foreign minister).

A graduate of Canada's Queen's University with a Bachelor of Arts in Political Studies, Bob frequently delivers campus lectures. He also regularly comments in the media, e.g. *BBC World News*, *Bloomberg*, *Business Insider*, *CBC*, *Channel News Asia*, *China Central Television News*, *Chosun Ilbo*, *CNBC*, *CTV*, *Reuters*, *The Globe and Mail*, *The Guardian*, *Handelsblatt*, *Nikkei*, *The Wall Street Journal*, etc.