

# Richard Etienne

AWARD-WINNING COMMUNICATIONS  
STRATEGIST AND LEADERSHIP COACH

**PHONE** +44 (0)7872 833998  
**EMAIL** me@richardetienne.co.uk  
**LINKEDIN** /richardetienne

---

## PERSONAL SUMMARY

Over 19 years of experience across the public, private, and third sectors, helping individuals and organisations build authentic brands, communicate effectively, and drive cultural change. As former Head of Video Communications for Prime Minister Theresa May, Richard has led comms strategies for global brands in entertainment, tech, education, and finance. Richard specialises in talent development, executive coaching, and helping senior leaders enhance their presence, storytelling, and online engagement. Passionate about DEI, he guides leaders to communicate authentically and lead with impact.

## DEVELOPED BRANDS SUCH AS:



### Elsevier



*Director, Global Internal Communications & Engagement Aug 2021– present*

- Lead the strategic development of employee engagement and internal communications initiatives for a global organisation, aligning messaging with corporate objectives and fostering a culture of transparency and inclusivity.
- Provide coaching and mentorship to C-suite executives and senior leadership to enhance their communication and presentation skills, particularly in digital settings.
- Spearheaded innovative internal campaigns that embed company values and engage employees in the company's broader strategy.
- Oversee the production of annual review videos and other key communications initiatives to support employee engagement and culture-building.

### BBC Radio London



*Presenter and Co-host*

*August 2023 - present*

- Co-host of the afternoon segment 'Trends at 12' with Eddie Nestor MBE on his weekday show, which explores the social, political, and cultural trends affecting London. The station attracts a weekly audience of 548,000 listeners.

### The Standard



*Masterclass Tutor & podcaster May 2024 - present*

- Writer and tutor of masterclasses on how to succeed as an introvert professional and co-host of Masterclass podcast on helping introverts to thrive in the workplace.

### The Guardian



*Masterclass Tutor*

*June 2017 - Jan 2024*

- Developed and delivered highly-rated masterclasses on personal branding for introverts and the power of video storytelling in professional settings.
- Courses consistently sold out, demonstrating my expertise in empowering professionals to communicate their unique value propositions.

## Department for Business and Trade (DBT)



Deputy Head of Internal Communications    May 2019 –  
& BAME Network Co-Chair    July 2021

- Successfully led internal communications strategy for an international workforce of over 5,000, increasing leadership engagement and employee satisfaction scores by 11% in the first year.
- Delivered high-level communications coaching to senior civil servants and government ministers, enhancing their messaging, public speaking, and media engagement.
- Managed the internal communications team, providing guidance and mentoring to foster talent development, while overseeing major projects and leadership events.
- Co-chaired the BAME Network, driving cultural change and supporting the development of over 400 network members through leadership and strategic guidance.

## 10 Downing Street



Head of Video Production    May 2018 - May 2019

- Served as the official videographer for Prime Minister Theresa May, designing and executing video strategies to elevate the government's public image and engage citizens.
- Developed a strategic approach to social media, launching a new Instagram channel that grew engagement by over 800% year-on-year.
- Worked closely with senior leadership to ensure consistent and effective communication across digital platforms.

## Cabinet Office



Digital Content Manager,    Oct 2017 - May 2018  
CHOGM 2018 / [chogm2018.org.uk](http://chogm2018.org.uk)

- Led the digital strategy for the Commonwealth Heads of Government Meeting (CHOGM), crafting content that generated over 1 billion social media impressions.
- Produced exclusive videos for HRH The Duchess of Cambridge and Countess of Wessex, promoting the Commonwealth Fashion Exchange and engaging global audiences.
- Managed communications for key stakeholders including Heads of State and High Commissioners.

## The Economist



Digital Media Project Manager    Feb 2017 - Aug 2017

- Strategically led the creation of Bacardi Group's first ever global media centre - a first of its kind in the luxury drinks industry, providing royalty-free, high resolution media assets to journalists and social influencers. It is still in use today, serving over 25,000 users daily.

### Awards

2023

Best medium-sized team

The Institute of Internal Communication

2020

DIT GREAT Team Award winner

- BAME Network Co-Chair

2019

Civil Service Skilled Peoples Award for services to videography

### Boards and governance

2021 - present

Trustee, Hackney Empire

2019 - present

Trustee, SarcoidosisUK

2019 - 2021

Independent Steering Group member, RNIB

### Books

The introvert's survival guide, 2020

Self-promotion for introverts, 2020

### Films

The iD Project, 2019, U