



## Richard Sambrook

**Global Vice Chairman & Chief Content Officer, Edelman and Former Director of Global News, BBC**

Richard Sambrook is Global Vice Chairman and Chief Content Officer for the world's largest independent PR company, Edelman. He is responsible for overseeing all content produced for their major corporate clients and also leads their crisis and issues management practise.

From 1980 until 2010 he was a journalist for the BBC. During this time he edited the Nine O'Clock News, was the BBC's News Editor, Head of News-gathering and then led three different divisions - Sport, News and Global News. He has had a hand in the news coverage of most major events of the last 30 years. As a manager, he led global teams of up to 3000 people and delivered radical change in a fast- moving competitive industry. He was instrumental in the development of the BBC's live news channels and internet sites and the introduction of digital services and technology. He helped change industry practise for protecting journalists in war zones and hostile environments and has campaigned for journalists' safety. He is a Fellow of The Royal Television Society and of the Royal Society of Arts.

He is an advocate of the internet and social media and was an advisor to the UN's Internet Governance Forum on the future of the internet.

He is a frequent speaker at international conferences, including the World Economic Forum in Davos.

### Strong Beliefs

The importance of transparency and accountability in management

The importance of clear communication in a globalised world

The importance of leadership and interpersonal skills to success in any enterprise

### Themes

The future of the internet

The future of News

Leadership in Crisis

### Contact

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