

Hume Brophy appoints Carl Gibney as Senior Client Director

Submitted by: SiteVisibility (Brighton)

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Hume Brophy, Ireland's largest independently-owned government affairs and media relations consultancy, has announced that Carl Gibney has joined the company as a senior client director.

In his new role, Carl will be responsible for devising and implementing public affairs strategies and communications programmes on behalf of a range of Irish and international clients.

Commenting on the appointment, Maria Cryan, Partner and Head of Hume Brophy's Dublin office, said: "Carl is an award-winning communications professional who brings fifteen years' high-level, public affairs experience to Hume Brophy's growing team of consultants. We are continuing to expand our Dublin, London Brussels and Paris offices and his arrival represents a major asset to our domestic and global activities".

Gibney joins Hume Brophy from Fleishman-Hillard International Communications, where he was a recipient of the 2012 Public Relations Consultants Association (PRCA) Award for 'Best Public Affairs Campaign'. His public affairs work has spanned the corporate, educational, energy, construction, pharmaceutical and technology sectors, incorporating state, semi-state, commercial and charitable organisations. His international experience includes work on major communications projects in Finland, France, Qatar and Singapore and, in 2010, he was commissioned by Philips International to write strategic white papers on liveable cities and home healthcare (published 2010).

Previously, he spent a decade working in Government, serving as a press officer in the Irish parliament and subsequently with a Government Minister in the Departments of Health and Children, Prime Minister (Taoiseach) and Education and Science. Prior to working in the public affairs sphere, Carl was sub-editor with Irish Medical News.

He holds an honours B.A. in Journalism and French from Dublin City University, and Diplomas in Web Design and Addiction Studies from Dublin Business School.

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