



## Press Release

### HarknessKennett – Appoints Jane Mitchell

HarknessKennett, the UK's leading independent internal communication consultancy has appointed Jane Mitchell as Senior Consultant.

Jane joins HarknessKennett from Shell where she worked with the Downstream Finance leadership team on developing and implementing a global internal communications strategy to engage Finance employees in significant organisational change. Prior to Shell, Jane was a Senior Consultant at Purple Works where her clients included Centrica, EMI Music, Sainsbury's and Sport England. Previously, Jane was a Senior Marketing Communications Advisor for the South East England Development Agency and Europe and North Africa Communications Manager for US oil major, Atlantic Richfield Company.

"I'm very excited about joining HarknessKennett", said Mitchell. "I'm looking forward to joining an expanding team and working with new clients including Allianz Cornhill and Lundbeck as well as continuing to work with Shell. It's great to be working with clients who believe that engaging their people during times of change is a significant priority".

"We're delighted that Jane is joining us," said James Harkness, Partner at HarknessKennett. "As we now enter our fifth year building a solid team is essential for a relationship business such as ours. A recent survey demonstrated that 82% of our work comes from existing clients or word of mouth referrals. Our vision is simple – we want HarknessKennett to be the first call our clients make - working with people like Jane who share our vision is the foundation for our continued growth".

-ends-

**27th November, 2006**

**For further information, please contact:  
james Harkness on +44 (0) 1483 222730.**

### Notes to Editors: About HarknessKennett

HarknessKennett is an internal communications consultancy working with organisations to support their people through change. The team develops strategies and runs programmes to improve leadership, facilitate change and focus on customers through effective communications. HarknessKennett has a fundamentally different approach in the market, offering teams of only senior professionals with both consultancy and in-house experience, and tailor-made solutions designed to help individuals embrace change and make a real impact on business performance.

Prior to establishing HarknessKennett, James Harkness was European Managing Director of the Change Communication practice at Burson-Marsteller. He was Managing Director and a founding member of Banner McBride, WPP's first start up business which grew into a £3 million business in three years. James's consultancy experience followed five years at the Body Shop International plc, where he was Head of Global Internal Communication.

Lisa Betteridge previously spent four years running her own business Lisa Betteridge Associates, and prior to that was a founding member of internal communications consultancy, Banner McBride. Previously she spent four years with management consultancy ACG (now Aon Consulting). She joined ACG from Cable & Wireless where she led international internal communications.

HarknessKennett will again be sponsoring this year's PR Week Awards in the category of internal communications.

Clients include: Abbey, Allen & Overy, Allianz Cornhill, BAA, BSKyB, Lundbeck, NHS Blood & Transplant, Marks & Spencer, Morgan Stanley Europe, Norwich Union, PITO (Police Information Technology Organisation), Shell Limited, South West Trains and Vodafone Group.

Photographs and full bio for Jane Mitchell are available on request.