

Fiona Gilmore- researcher, adviser, author

Fiona Gilmore is founder and Chairman of Acanchi Limited, an independent consultancy which advises governments on country brand capital development and positioning strategy.

Over the past fourteen years Fiona has become one of the leading experts on country positioning strategy. She has given counsel to numerous countries and regions around the world helping to focus their efforts and provide them with the requisite skills to sharpen their offer. These include Bahrain, Britain, the Dominican Republic, Dubai, England, Hong Kong, the Isle of Man, Israel, Lebanon, Mauritius, Northern Ireland, Rwanda, Wales and Zambia. She is an adviser to Governments, the Private and Public Sectors as well as NGOs and other institutions.

Fiona established her first company Springpoint in 1991, which developed quickly into an international consultancy, with offices in three countries. In 2001, Springpoint was acquired by the international group IPG and in 2003 she left the group and founded Acanchi.

Fiona is a thought leader and author of three books, *Brand Warriors* (HarperCollins 1997), *Warriors on the High Wire* (Profile 2001) and *Brand Warriors China* (Profile 2003). *Brand Warriors China* was published in Chinese in January 2003, selling more than 25,000 copies in the first six weeks. Fiona is a regular speaker on country development and positioning and has participated in TV programmes including 'The Money Programme' and 'Question Time'. She is a fellow of the Royal Society of Arts and was a trustee of both the United Learning Trust and WaterAid for six years. She is a graduate from Cambridge University with an MA in French and Russian and also speaks Italian.