



25 March 2009

James Hogan joins College Hill to lead media practice

James Hogan has joined College Hill as a partner, to lead its international media practice.

James was previously at Brunswick for 13 years, where he built a market leading international media practice that advised many of the world's top media brands, including the BBC, BT, Cable & Wireless, Endemol, ITN, STV and Time Warner. James has led numerous high profile media campaigns in the sector such as the launch of BBC Freeview and the successful bid for the Telegraph Group by the Barclay Brothers.

In addition, James has built a reputation in the broader leisure field in the valuation of sports businesses, having advised Williams F1 and McClaren, Liverpool FC, and Sporting Index. James also advised British Airways for many years, leading the campaign to launch the company's low cost airline, GO.

A broadcaster by background, James edited BBC TV's Question Time before leaving the corporation to become Managing Director of a wholly-owned subsidiary of Zenith Productions. Zenith made Inspector Morse.

James is currently chairing a global study of new media conducted by the Säid Business School. He has a research degree from Oxford University and was a Fellow for the Film and TV industry at the London School of Economics.

Commenting on his appointment, James Hogan said: **"I like the way College Hill is focussed on sectors: that plays to my strength. I also am excited by the range of complementary practices coupled with geographic reach. This is a company that knows where it's going."**

College Hill Chairman Alex Sandberg commented: **"We've always had strength in the media sector, but James can take that to a whole new level. He's got a great reputation and we are all excited to be working with him. "**

ENQUIRIES:

College Hill

James Hogan
Alex Sandberg, Chairman

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About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. www.collegehill.com