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elephant communications makes senior appointment

City PR heavyweight Sophia Harrison has joined the leadership team at elephant communications as Client Director after an 18-year career in the City.

Formerly Vice President of European Communications at Blackstone and Director of Financial and Professional Services at Grayling, Sophia will work alongside elephant founder Guy Bellamy and Client Directors Rebecca Ellis Owen, Paul Bellamy and Nicky Brooke at a time when the leadership team is expanding elephant's services into a range of new practice areas - including film events, radio, branding, mobile and design.

Commenting on her new role Sophia said: “elephant is an exciting business that is unlike the traditional agencies and as such attracting well known brands. In my view it is an industry disruptor that challenges the existing PR model. There are no practice or sector silos at elephant, which ensures clients benefit at all time from all services and skills in single, integrated programmes. Further, elephant’s broader community investment programme gives the firm a real soul and a social relevance. For me this is a game-changing firm and it’s something I am proud to be a part of.”

Guy Bellamy, elephant Founder added: “Since launch we have been committed to offering clients the twin benefits of senior hands-on senior consultants from a low overhead business model. As part of our inclusive culture, every team member has a say on who joins the team - and had the selection process resembled Strictly, Sophia would have enjoyed straight tens. We are going through an exciting growth phase at elephant and Sophia is a great fit for our culture and our service offer.”

Fresh thinking in a changed world

[elephant communications](#) is a new name in corporate and consumer PR offering fresh thinking for a changed world: Insight-driven, strategically geared and creatively thought-through, we offer clients heavyweight thinking with a big footprint. Named 'New PR Agency of The Year' (PR Moment awards, London 2014)

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