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## Marketing chief joins elephant communications

**elephant communications has appointed Patrick Muir to its advisory board.**

Patrick will join City grandee David Norman - former CEO of Credit Suisse Asset Management and CEO of TCF Investment – in providing senior counsel to the elephant management team as well as providing strategic marketing consultancy to a number of elephant’s international clients.

Patrick draws on 20 years marketing leadership experience for a range of major brands as a founder of Lombard Direct and egg and then Marketing Director of Morgan Stanley and Citi group.

elephant communications launched a year ago by founders Guy Bellamy and Lindsay Marino, who wanted to create an agency with new services attuned to the changed economic climate – offering the benefits of big agency experience and small agency nimbleness in one place. In its first year elephant has been appointed for 16 client mandates spanning a range of industry sectors and grown the team into double figures – including The AA, intu, Association of Financial Mutuals, Aon Hewitt, Elephant Parade and The Philharmonia Orchestra.

Patrick commented: “The elephant team’s footprint has grown quickly and they provide a fresh approach for clients looking to grow their brands in a challenging economic climate. Their thinking is creative and their focus largely strategic which means there is a natural crossover to broader marketing strategy and this is an area when I hope to add value for elephant’s clients, as well as support Guy and Lindsay as they continue to grow the practice.”

Guy Bellamy, Managing Director at elephant added: “elephant’s approach to clients is to provide senior advisors that can take an insight driven approach to consulting that drives, sometimes challenges, client thinking at the highest level. In addition to being of great value to clients we are picking advisory board members that challenge us and push us to ensure we continue to focus on how we make a difference.”

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#### **Fresh thinking in a changed world**

**[elephant communications](#) is a new name in corporate and consumer PR. Responding to the demands of the market we offer clients solutions to many of the specific and critical challenges they face. Researched, strategically geared and creatively thought through, we offer clients heavyweight thinking with a big footprint.**

## Contacts



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