

# Content Portfolio

James Holmes

# About Me

Well networked in European and Middle East media markets with 16 years of experience in corporate communications, advising companies on all aspects of reputation management and campaign strategy.

I specialise in leading integrated programmes that engage multiple stakeholders and have advised clients including BCG, Gallup, Pinsent Masons, Xylem, SAP, Thales and Fujitsu.

I have also coordinated many research projects collaborating with the likes of MIT, Cambridge University, Frost and Sullivan and Gartner - developing content into wider programmes of thought leadership.

And media relations has always been at the core of every brief, creating all-important third-party endorsement from renowned industry influencers and journalists.

As an agency director and owner, I have also consulted clients on crisis communication strategies (notably in aviation, defence and infrastructure). This has included media training for several C-suite executives.

I am also qualified in digital marketing with experience supporting social media campaigns and media relations designed to enhance a client's SEO.



# Way of Working

I pride myself on developing creative campaigns that drive awareness, demand, adoption and advocacy. I do this in a number of ways, selecting the best and most effective techniques, services and channels to deliver business impact - always built on unique insight.

With over 16 years of experience I can activate tier-one media campaigns, target industry influencers and analysts, build out content campaigns and manage digital and social channels.

By delivering joined up campaigns, my clients always see measurable business impact on their reputation and end-user advocacy.



# Snapshot of Clients

Professional Services



Technology



Infrastructure



Turning Research into Thought  
Leadership and Driving Lead  
Acquisition

ArchOver Research Report

## The Hunt for Fresh Capital

*The way forward for British borrowers in 2019*



# White Paper for a leading P2P Finance company

- Developed a research proposition and narrative based on industry research and stakeholder interviews.
- Based on the data we got back from the market, I then took an angle and wrote a 3,000 white paper discussing the lack of support high-street banks provided to UK SME's and the dangers of invoice discounting
- The report was used to drive the news agenda through a targeted press release and thought leadership content placed in trade and national media
- It was promoted through paid social media and e-marketing
- <https://www.archover.com/wp-content/uploads/2019/02/ArchOver-Report-2019.pdf>

KCOM

# Life after end-of-life

How server end-of-life is prompting financial services to move further to the cloud.

Re-imagine how.

## Executive summary

Financial services organisations – such as banks, insurers and payments providers – are in the process of future-proofing their existing architecture. They wish to evolve their services to remain relevant in a challenging marketplace, provide more added-value products and become more customer-centric. Banks, for example, are offering everyday concierge-type services. Car insurance companies are also lowering premiums by connecting IoT devices to customer vehicles and analysing the data received in a process called telematics.

To provide these cutting-edge new services, many providers are discovering their existing infrastructures may not be up to task. Outdated server-based technology is holding them back, costing them more money and draining their IT resources. Unsupported technology is also punching holes in their security policies, leaving them open to attack, reputational damage and the wrath of the regulator.

The cloud is seen by many as a major catalyst for enabling a new kind of IT ecosystem. It can help businesses integrate customer data with digital and product-based business models, and can enable a differentiated experience through application development in the cloud.

However, old fears towards cloud migration remain. Companies fear losing the investment made into their previous legacy systems by migrating to the cloud, while others cite security concerns. One of the largest barriers seems to be a lack of knowledge and understanding, both towards their IT estate as well as the cloud.

These challenges are abetted and reinforced by 'EOL' (end-of-life) issues. Address this, and companies in financial services can begin to realise the value of having a full stack of cloud capabilities.

# White Paper on end-of-life servers

- Cloud services provider [KCOM](#) asked me to survey 200 IT decision-makers in financial services, and in doing so we found the average firm has 434 server-based applications either partly or fully unsupported and over 400 applications that are out of support, or which have end-of-life components. This was enough to drive the editorial agenda targeting CIO and CTOs within the financial sector to help drive new business.
- Upon writing the report, I managed a fully-integrated campaign through PR and digital communications
- <https://connected.kcom.com/rs/053-VZP-149/images/KCOM%20Financial%20Services%20EOL%20Report.pdf>

accenture

**IT'S NOT  
1 IN 4;  
IT'S ALL  
OF US.**

Why mental health touches everyone

Barbara Harvey

THIS CAN HAPPEN  
2018

# Accenture White Paper on Mental Health in the Workplace

- In collaboration with *This Can Happen*, research was commissioned by Accenture that challenged employers to look differently at the way they think about and support employees' mental wellbeing
- Upon receiving the data and a draft of the report, I wrote a press release that would be leveraged to promote the *This Can Happen* conference and put mental health back on the editorial agenda with a different angle
- Live interviews were secured on the BBC and Sky News, and coverage of the research was published across national and business media including The Independent



**ALMOST HALF OF YOUNG WORKERS  
HAVE EXPERIENCED SUICIDAL  
THOUGHTS, STUDY FINDS**

Younger people also more likely to hold back from talking about their feelings

# Regular Content and Blogs

# Trends in Data for 2020



Tim Lum [Follow](#)  
May 14 · 9 min read



## A Change in the Prevailing Winds

At the beginning of 2020, which feels like a lifetime ago and yesterday in equal measure, I sat down and drafted five big data trends for the year to come with every intention to publish my thoughts before March.



## BCG Platinion covers the tech side of digital transformations

As a seamlessly integrated part of the BCG network, we provide consulting services focused on the development and implementation of business-critical IT architecture and digital solutions. Our topics cover IT architecture design to digital transformation, risk management services, cybersecurity, and implementation management. We partner with our clients to identify their highest-value opportunities, address their most critical challenges, and implement their key initiatives.



Service Design Webinar

**A blessing and a curse:  
Exploring strategic  
opportunities of a crisis  
with Service Design**

June 17th - 10am CEST  
featuring Iana Kouris,  
Associate Director at BCG Platinion



**BCG Platinion**  
18,170 followers  
1mo · Edited · 🌐

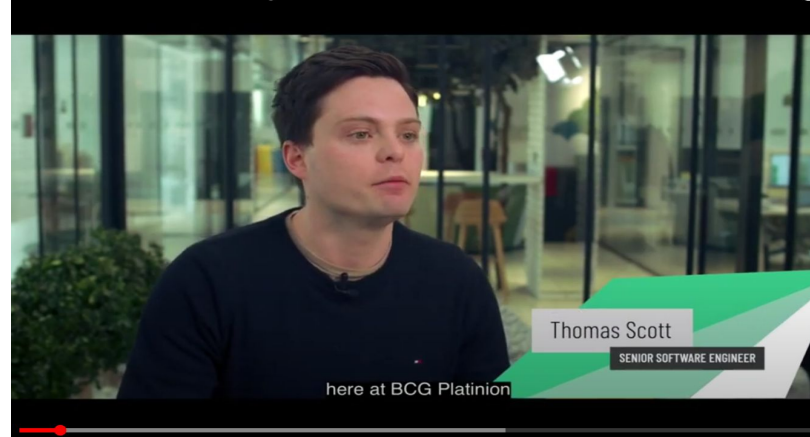
Post covid-19 consumer industry will be full of uncertainty, but this does not necessarily imply that organizations cannot prepare for what lies ahead. The increase of purchases on Amazon and other eCommerce platforms will c ...see more



Personalisation Excellence Accelerates Profit - BCG Platinion

bcgplatinion.com · 11 min read

Meet Thomas - Senior Software Engineer at BCG Platinion



## Content creator for BCG (Boston Consulting Group)

- As one of two assigned freelancers to BCG Platinion, I am tasked with writing content across a range of technology topics, including data analytics, IT architecture, AI and cloud computing.
- My content is published on BCG Perspectives, LinkedIn and Medium
- I also have responsibility for editing multimedia content, including podcasts, webinars and vlogs

3,082 views | May 10, 2019, 04:15am

## The Bank of England needs a man of the people, not another insider






**Angus Dent** Contributor

*I cover European financial regulation, exploring its impact on finance*

### TWEET THIS

 we need a Governor who's shown themselves to be truly independent

-  The redoubtable Mark Carney is finally coming to the end of his tenure. At times in the last few years, the man's seemed like the only sane person
-  walking the corridors of power. His time in office has proved that the Governor isn't just a figurehead – he's got his hands firmly on the levers of
-  the economy.

## Regular ghost-writer for Forbes

- Every month I presented a synopsis to the CEO of ArchOver and based on his top line opinions, write his regular blog for Forbes. This most recent contribution received over 3,000 views within one week
- [Click Here for full blog.](#)

Blog

## IP-based KVM for Outside Broadcasting

*Conn Dunning, Broadcast Market Specialist, Adder Technology*

The outside broadcast (OB) truck is a microcosm of a studio control room. Placed in any number of settings, from theater productions and sporting events, to one-off concerts and festivals, OB trucks play a crucial role in delivering up to the minute, high quality content.

In simple terms, an OB truck, in the right configuration, has the power to take dozens of camera feeds from a live event, edit the content, tweak audio, add graphics and transmit a packaged product.

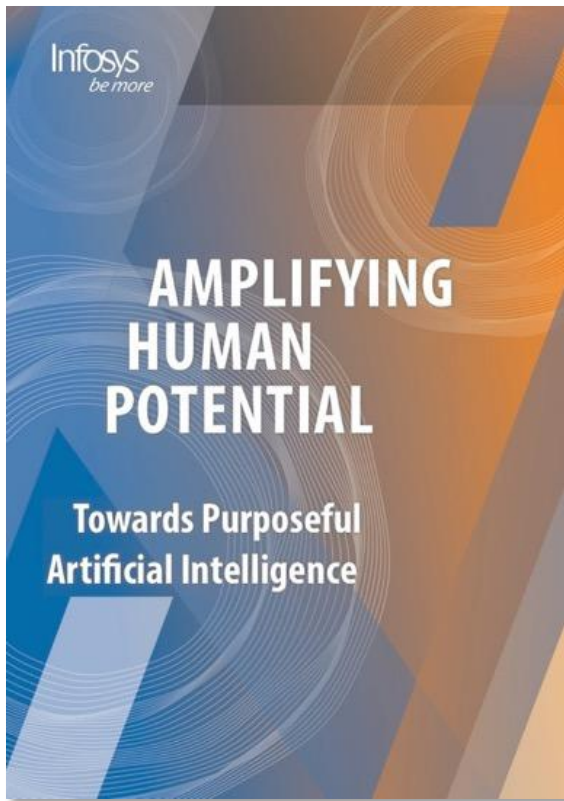
As the expense of these mobile studios and efficiency drives increase, broadcasters are looking for trucks that are efficient, flexible, scalable, reliable and quickly re-configurable to move from one location and event to the next with minimal delay.

# Blog writing for Adder Technologies

- Adder technology is a leading manufacturer of KVM and IP Connectivity solutions. It is a difficult and technical topic but focusing on the solution, rather than the product range, we have been able to create a series of blogs and content that are now being amplified through PR and social media
- [Adder Blog](#)

# B2B Content Driving Public Relations and SEO

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356 articles across the globe and report was the talk of the event by industry leaders. Extensive broadcast, national and business media coverage for CEO & execs.



# Integrated Global PR Campaign for Infosys Consulting

- Global IT and business consulting firm, Infosys, needed to reposition from Indian outsourcer to global consulting firm in key global markets and wanted to be the leader in Artificial Intelligence
- I worked with Infosys to launch a global report at the World Economic Forum (WEF). The report was used across all channels – media, social, email, paid digital, influencer marketing, panel and speaking opportunities, sales collateral, sales tools, and ongoing marcomms for long tail activity.

# Lead generation campaign for SAP

- Created a pipeline of thought leadership content to help promote SAP CX Live. This included:

## “Great expectations by-line”

- Secured coverage with *Compare the Cloud*, UK

## “Service at the core of customer experience”

- Coverage with FCEC
- Posted to LinkedIn for Georg Glantschnig, GM- SAP Customer Experience

## “5 elements to a connected enterprise by-line”

- Secured coverage with *Cloud Tech*, UK
- Secured coverage with *TechTarget*, DE
- Thomas Vetter, Head of SAP C/4HANA’s LinkedIn



## 5 elements to a connected enterprise

Consumers use technology to their advantage. With it they are less tolerant, less loyal, and more adventurous. They have learned how to exercise control over brands.

In this kind of environment, it's important to remember that the success of any customer-facing organization depends on the experience they deliver. Consumers want meaningful, timely, and personalized engagements, and to gain this, businesses need a single view of the customer and a relationship that goes beyond a single transaction.

**Customer-centricity: The heart of a connected enterprise**

September 20, 2018



Dr. Thomas Vetter

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# Targeted Thought Leadership for Lifesize



## The upgraded CIO: shaping culture, improving employee engagement & elevating productivity

An engaging and productive company culture might not make up for a low salary, but it is becoming a competitive advantage in the job market, and CIOs are now becoming responsible for the tools and technologies to improve the working environment for their people.

Just recently, Bank of New York Mellon [reversed](#) its unpopular move to ban working from home for its employees. Announcing the change, CEO Charles Scharf said, *“while we believe that it is enormously helpful to have as many people as possible physically together working collaboratively, we also realise that changes can affect personal lives in many ways.”*

Welcome to the new era of work-life balance and remote collaboration.

Treating employees with dignity is hardly a new idea. The great 19<sup>th</sup> century philanthropist-industrialists built model villages where workers could access a range of amenities. And Henry Ford had the revolutionary idea of paying workers \$5 a day so they could afford the cars they helped to build. Fast forward to the Information Age, during which Mark Zuckerberg famously advised companies to treat employees right *“so that they don’t use your Internet to look for a new job.”*

Today, forward-leaning business leaders have understood there is a bottom-line business rationale when a more flexible way of working is considered the status-quo, rather than a benefit. What’s different is that the CIO now has an important, increasingly strategic role to play by providing the technologies that ensure employees can work in the way that they’re happiest and most productive. Moreover, they must help to shape an engaging, cohesive and trustworthy working culture.

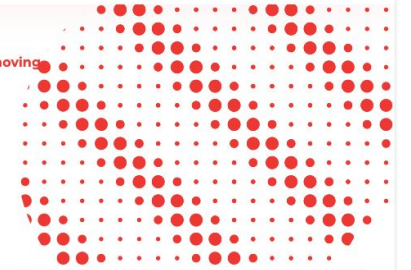


Events Resources Strategy & Leadership Talent Rewards & Benefits Digital HR Engagement More



Strategy & Leadership > Business Transformation > MATCH Challenge: Speeding up transformation for 'slow-moving tankers'

## MATCH Challenge: Speeding up transformation for 'slow-moving tankers'



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# Testimonials

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“James is one of a kind. By far one of the most organised and professional individuals I've had the pleasure to work with. He loves his work and it shows in the interaction you have with him.

He made a huge impact on the growth of TINT's business as we launched in the Middle East and James personally went above and beyond the call of duty time and time again. We consider our work with him a massive success!

I'd recommend him as a truly focused PR professional who knows how to bring in the ROI!” **Brandon Ancier, Global Business Development Director**

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“I contracted James to work with me on Honeywell’s public relations and branding campaign for energy saving.

Besides being a joy to work with, James is a take-charge person who is able to present creative ideas and communicate the benefits. He has successfully developed several marketing plans for our company that has resulted in increased revenue. During his consultation, we saw an increase in exposure and opportunities presented to us that would have not without his ingenuity.” **Kyle Bashy, Marketing Director**

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“James is professional, hard working and always goes above and beyond to exceed his clients' expectations. James has a great relationship with the media, and is always the first to know about industry events or key opportunities where your brand should be present.

He supports and guides his clients and remains heavily involved in day to day work, ensuring quality output. While I no longer work with James on a regular basis, he is still my go to guy for any support with PR and marketing, and I’d recommend him without hesitation.” **Sara Paye, Marketing Manager**

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