

## **The Partnership Strengthens Its Channel Islands' Team**

*Leading integrated marketing agency, The Partnership, has boosted its team in the Channel Islands*

**Jan. 17, 2010** - [PRLog](#) -- Leading integrated marketing agency, The Partnership, has boosted its team in the Channel Islands. Its Jersey office has recruited Lisa O'Sullivan as Public Relations Director and David McGrath as PR Executive. Lisa replaces Dr Amanda Olsson who returned to her native Australia. January sees two new additions to the Agency's Guernsey office with the appointment of Louise Gabriel as Account Director and Meriel Stratford-Hall as Account Manager.

Kiri Turpin, Director of The Partnership Jersey said: "We were sad to see Amanda leave, but we are pleased to welcome Lisa, David, Louise and Meriel to our growing team. We are particularly excited to offer Lisa's depth of international PR expertise to both existing and new clients."

"The Group has gone from strength to strength, despite the global downturn. All four of our offices have seen increases in clients turning to us for intelligent creative and bespoke marketing solutions that deliver results on brief and to budget. With nearly 50 staff across a range of jurisdictions we are well placed to ensure that we deliver everything from strategic advice, design and advertising through to stakeholder engagement programmes, lobbying, CSR and social media initiatives."

Lisa's ten-year career has seen her work across the EU, UK and US for a range of major pharmaceutical clients, leading lobbying and creative awareness programmes. Just last year, she ran a series of media and political workshops in the European Parliament to spark debate and set about a change in healthcare provisions. Specifically adept in issues management, Lisa has worked on a number of sensitive high profile issues with EU media.

Lisa says, "I've been impressed with how The Partnership has attracted such a diverse client base across all its jurisdictions. It's a unique agency in the Channel Islands that truly offers international, integrated marketing services. I look forward to being part of the success story."

Louise Gabriel joins the team in Guernsey as an Account Director and will also provide PR support on the island. She brings with her 15 years of expertise in PR and marketing strategy, most recently in the entertainment and technology arenas, having worked to promote Star Wars™ and Disney Pixar products across the globe. Louise was also involved in the execution of the UK's largest partner-marketing campaign with Nokia, Sony, Microsoft, Coca-Cola and Warner Group.

David has seven years of communication and project management experience, spanning marketing, design and advertising in the retail and property sectors. He holds a Diploma in PR & Marketing as well as Design and Photography. Uniquely, early in his career, David's creative flair was tested when he was selected to represent Ireland in designing a sculpture for a Cultural Project for the European Union and its member states.

Meriel joins the team from a financial services background and is experienced in marketing to high-net worth individuals as well as business-to-business. She is also currently studying for her CIM Marketing Diploma. This hire further strengthens the Agency's position as the leading financial services marketing team and is a positive addition.

Richard James, Group Creative Director at The Partnership commented, "It's a very exciting time for us. Having the new PR team in place is critical for extending our renowned creativity through the full range of media."

#### NOTES TO THE EDITOR

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The Partnership is an international advertising and design agency offering our clients a comprehensive range of creative, strategic and marketing solutions, which ensure our clients get noticed, in the best possible way.

Firmly established with offices in Guernsey, Jersey, Dubai and the UK and with a range of awards and commendations under our belt for our work in media, design and event management, the Partnership is the choice for clients looking for a comprehensive solution to their design, marketing, advertising and public relations needs.

<http://www.thepartnershipagency.com>

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