

JEANNIE CAMERON



Jeannie is recognised in WHO's WHO as a public affairs and communications professional with over 20 years' experience within both the public and private sectors and at national, international and multilateral levels. Formerly, Jeannie was Head of International Advocacy and International Regulatory Affairs for British American Tobacco, one of the four "Big Tobacco" companies and the second largest publicly listed tobacco manufacturer by market capitalisation. Jeannie has a vast network of contacts in media, government, international organisations and agencies (WTO, WCO, OECD, INTERPOL), academia, civil society and business. Jeannie is currently on the OECD Global High Level Risks group and chairs one of its Taskforces. Jeannie has an LLM in International Law from Kings College, University of London, a Graduate Diploma in Finance / Economics from the Australian Securities Institute, Sydney, Australia and a Bachelor of Arts in Communications from Sydney University. Jeannie is also an International Law & Regulatory Fellow of the Washington Democracy Institute.

SKILLS PROFILE

Media & Communications

Significant experience in developing media strategy and campaigns, including the preparation of press releases, running press conferences, and media interviews (TV, radio and print). Substantial public speaking experience, including at the National Press Club, Washington. Author of various business communications including: research reports, internal company guides, internal communication newsletters, external advocacy materials and press releases. Extensive feature style articles published in publications such as The Wall Street Journal, The Australian Financial Review, The Australian, and the Journal of the Institute of Economic Affairs, as well as a regular contributor to US Tobacco Reporter magazine.

Strategic Thinking & People Management

Strong creative and conceptual thinking skills with the ability to focus on strategic objectives. Excellent at crisis management and dealing with complex multi-faced issues. Able to deliver timely and innovative solutions while working collaboratively and effectively across multi-functional teams. An enthusiastic and pro-active approach to work - with a strong ability to motivate others.

Public Affairs, Advocacy and Engagement

Extensive experience in devising, managing and directing strategic global, international and national public affairs campaigns including the related components of stakeholder mapping, creation of advocacy materials and execution of the advocacy at the highest political and business levels. Experienced in directing public affairs and advocacy plans from within the executive and legislative branches of government as well as from within a multinational corporation. Experienced in the major international policy centres of Geneva, Washington, London and Brussels.

Negotiation, Diplomacy and Relationship Building

Significant experience and proven success in building relationships, representation and diplomacy on a global scale with heads of state, ministers and politicians, ambassadors, high commissioners, CEOs and senior business figures, academics, regulators, judiciary, informants, policy-makers, international government organisations, civil society and global NGOs. Jeannie is known for being a highly skilled negotiator and has an extensive personal global network.

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Policy Development & Advice

Well practised in the ability to analyse the external global environment for regulatory trends and future policy scenarios in terms of impact, unintended consequence, risk and cost, and to provide advice to assist in shaping policy during its development phase. Experienced in the provision of policy advice to politicians, ministers, senior government officials, CEOs, company management boards, business associations etc. in a variety of policy areas.

Dispute settlement and mediation

Strong ability to bridge policy gaps to bring together different viewpoints to disputes and to create solutions that both parties find acceptable. Experienced in controversial and challenging areas such as tobacco policy between tobacco manufacturers and tobacco control advocates in discussions of public health policy. This is built on a firm foundation of diplomacy as an Australian negotiator working on various difficult and contentious multilateral negotiations, and through chairing working groups between various international negotiating coalitions. On one occasion success in bringing together opposing sides to a dispute over fundamental differences of national opinion on a human rights issue during an international negotiation was reported in a major newspaper: *"The world argued for 30 hours about paragraph 245(a) of the platform for action... Australian negotiator Jeannie Cameron saved the day with a workable replacement of the offending phrase...The Vatican, Iran, the US and the EU, in relief, thanked Australia for its bridge-building efforts"*.

EXPERIENCE

MANAGING DIRECTOR

JCIC INTERNATIONAL Ltd - London, UK, June 2011 - date

- Managing Director of JCIC INTERNATIONAL Ltd, a London based strategic advocacy and communications consultancy specialising in advocating the views of business in international regulatory forums, as well as negotiating strategic public/private partnerships.
- Chair of the OECD Taskforce on Environmentally Sensitive Goods and Wildlife as part of its Global High Level Risks Committee.
- Representing the OECD on HRH Prince Charles' Sustainability Unit committee against money laundering and wildlife trafficking.
- International Law and Regulatory Fellow of the Washington Democracy Institute.

HEAD OF INTERNATIONAL ADVOCACY & INTERNATIONAL REGULATORY AFFAIRS

BRITISH AMERICAN TOBACCO – London, UK, 2001-2011

- 10 years as a senior executive with responsibility for the provision of strategic public affairs advice and guidance to the BAT Group and its Board (the second largest publicly listed tobacco manufacturer in the world) on the impact of the world's first health treaty – the FCTC (Framework Convention on Tobacco Control) and its Protocol on illicit trade.
- Responsible for leading the strategy and designing globally appropriate advocacy and communications campaigns and materials applicable to the 180 countries in which the corporation operates, so as to ensure that the company views were well presented at both corporate level as well as being relevant to national policymakers in advance of governments taking part in formal multi-lateral negotiations.
- Responsible for developing company positions for Board approval across a range of controversial regulatory issues.
- Represented the company and the Board externally with governments, in the media or by giving presentations and speeches.
- Set up successful partnerships and implemented top-level dialogue with stakeholders with opposing views to work together to develop positive solutions in the interests of the company.
- Led groups of company delegates to international forums - mostly in Geneva.

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- Member of the Anti-Illicit Trade Leadership Team, the Global Excise Tax Team and specific projects set up as a result of developing international regulatory requirements – including the corporation's Track and Trace Project Board and Digital Tax Verification Project Board.
- Worked co-operatively and strategically with various international organisations, law enforcement officials, health officials, business officials and NGOs in areas of mutual interest to present and to advocate Company views.

PUBLIC AFFAIRS & COMMUNICATIONS MANAGER

TELSTRA CORPORATION – Melbourne, Australia, 1998-2000

- Responsible for issues management and external relations with national and local government, media, finance sector, investors, key industry suppliers etc. in relation to preparation for the company's partial privatisation.
- Developed and implemented a strategic communications plan for 55,000 personnel in the network and technology division of the corporation.

CORPORATE COMMUNICATIONS DIRECTOR

ARTHUR ANDERSON – Jakarta, Indonesia, 1996-1997

- Working directly to the managing partner, responsible for management and direction of all internal and external communications, including investor relations.
- Managed the relationships with the local and international business community as well as regional partnerships with Bloomberg and Dow Jones.
- Event managed the 1996 and 1997 Indonesian capital markets conferences as a joint programme between government and the business sector.
- Researched and wrote Arthur Anderson's global Guide to Doing Business in Indonesia
- Management of the Dow Jones Asia Dialogue series of meetings for key business leaders, including securing involvement by prime ministers, regional heads of industry and management leaders.

ASSISTANT DIRECTOR – INTERNATIONAL & LEGAL DIVISION

AUSTRALIAN DEPARTMENT OF PRIME MINISTER & CABINET – CANBERRA, AUSTRALIA

- Provision of policy advice directly to the Australian Prime Minister and provided responses to parliamentary questions on his behalf.
- Coordinated inter-departmental policy positions for Australia's involvement in international forums and multilateral negotiations.
- Represented the Australian government on various government delegations as a negotiator including the UN Economic and Social Council and the Fourth World Conference on Women, Beijing – received public acknowledgement and praise for negotiating skills on difficult issues.
- Accompanied the Australian Prime Minister as a policy advisor to the World Summit for Social Development in 1995.
- Represented the Australian government at the International Commission of Jurists and the Commonwealth Parliamentary Union.
- Managed the relationship and budget for a national government policy advisory group comprised of civil society NGOs.
- Worked on a high-level project managed by Australia's UN Ambassador involving Hilary Clinton and Madeline Albright.
- Continual liaison with parliamentarians, heads of state, politicians and foreign government officials.
- Provision of high-level briefings on government and parliamentary processes to visiting foreign government officials.

CHIEF OF STAFF

LEADER OF THE OPPOSITION, AUSTRALIAN LEGISLATIVE ASSEMBLY - CANBERRA

- Advice to the Leader of the Opposition on all areas of policy, strategy, tactics and staffing including speechwriting and briefing notes.
- Liaison with community stakeholders, Assembly colleagues, Federal Parliament, Electoral Commission and the media.

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CHIEF OF STAFF

LEADER OF THE GOVERNMENT IN THE SENATE, AUSTRALIAN PARLIAMENT - CANBERRA MINISTER FOR COMMUNICATIONS

- Responsible for highest level political policy advice to Senator and cabinet colleagues with respect to relevant portfolio issues passing through the Senate.
- Most senior parliamentary staff advisor on the high profile Senate Select Committee Inquiry "Percentage Players" on certain aspects of foreign ownership decisions in relation to the print media, on behalf of the Committee Chair, Senator Richard Alston.
- Research and preparation of cabinet submissions, speeches, policy briefings and press releases.
- Preparation for political communications campaigns including working on the Liberal Party campaign known as the Fightback policy manifesto which sought to introduce a goods and services tax to the Australian economy.
- Took part in daily parliamentary question time by sitting inside the Senate and House of Representatives as a parliamentary advisor.
- Provided media briefings and backgrounders to journalists on a range of issues.

PARLIAMENTARY POLICY & MEDIA ADVISOR

MINISTER FOR DEFENCE, VETERANS' AFFAIRS, SCIENCE, HEALTH, AGED CARE, STATUS OF WOMEN – AUSTRALIAN FEDERAL PARLIAMENT

- Policy advisor to various senior parliamentarians over a five-year period.
- Research and preparation of cabinet submissions, speeches, and policy briefings.
- Preparation for parliamentary processes such as Senate budget estimates and appropriations committees, party tactics committees, parliamentary enquiries, scrutiny of bills etc.
- Liaison with constituent interest groups in areas of portfolio policy interest.
- Preparation of media releases and managing all media contact on behalf of various politicians

ACHIEVEMENTS/RECOGNITION

- WHO's WHO registry of executives, professionals and entrepreneurs
- Panel member of WTO Dispute panel for potential WTO disputes
- International Law and Regulatory Fellow, Democracy Institute, Washington

QUALIFICATIONS

MASTERS IN LAW, LL.M – INTERNATIONAL LAW

Merit and Distinction

Kings College, University of London – London, UK

GRADUATE DIPLOMA, G DIP – FINANCE / ECONOMICS

Australian Securities Institute – Sydney, Australia

BACHELOR OF ARTS, BA – COMMUNICATIONS

Sydney University of Technology – Sydney, Australia

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