



## **Loretta Tobin**

### **CEO**

With over 18 years' experience in consumer marketing and public relations, Loretta is CEO of Trimedia UK.

During her time with Trimedia she has championed its expertise in devising UK-wide PR programmes that truly excel at grass-roots delivery. For this reason the agency now works for seven government departments running public awareness campaigns that require a national through regional strategy. To really challenge behaviour and change attitudes you have to 'get local' and this is a cause Loretta regularly promotes on behalf of the agency.

Loretta has been with the agency since 1994 and in her present position from July 2008. Prior to this she was Managing Director and has also headed up the Birmingham office and the Business Development team. Before joining Harrison Cowley, Loretta was with BroadVision Communications in Cheltenham and her in-house marketing experience includes a corporate PR secondment into Central Independent TV and a marketing role at Premier Brands UK. Since moving into the agency sector, her consumer brand experience has encompassed Typhoo, MGF, Rover, Comet Group plc, npower, BUPA, Showerlux UK and a number of media sector clients.

TALENT

