

Europass Curriculum Vitae



Mark ROGERSON

An experienced communications professional and former television journalist with in-depth understanding of both the public and private sectors. He has extensive managerial and consultancy experience in corporate and institutional communications. Mark has developed and coordinated a range of public relations, communications and crisis management programmes for clients throughout the EU including the European Commission, the European Court of Auditors, the European Parliament, GW Pharmaceuticals plc and The London International Financial Futures Exchange.

Before he began his career in public relations, Mark's background was as a broadcast journalist with the BBC. He was a producer and presenter on Radio 4's *The Financial World Tonight*, after which he worked as Economics Correspondent for BBC Television News. He was also a reporter on *The Money Programme*, BBC 2's award-winning weekly business magazine.

From 2015 to 2019 he was Spokesperson for the European Court of Auditors. Previously, he advised DG EMPL on communications for the EURES labour mobility project and worked with DG EAC on the team which developed the Erasmus Mundus programme for international students. He was an on-screen presenter and one of the original concept developers for *Europarl TV*.

Personal information

Surname / First names

ROGERSON Mark Victor Lupton

Nationality

British

Date of birth

05.07.1949

Gender

Male

Work experience

June 2015 – June 2019

Occupation or position held	Spokesperson
Main activities and responsibilities	Wide-ranging responsibility for development and implementation of communications activities on behalf of the European Court of Auditors: developed new external communications strategy for the Court; developed and implemented crisis communications plan; oversight of high-level messaging and communications materials content – written, online and audiovisual; day-to-day management of media handling, press briefings and press conferences. Increased visibility of the Court by more than 100 per cent in 18 months against both quantitative (volume of coverage) and qualitative (message penetration and consistency) measures.
Name and address of employer	European Court of Auditors, 12, rue Alcide de Gasperi, L-1615 Luxembourg
Type of business or sector	European Institution

September 2010 June 2015

Occupation or position held	Owner
Main activities and responsibilities	Independent consultant, providing public relations, media training and presentation services to institutional and corporate clients. Current and previous clients include the European Commission (DG Regio, DG RTD, DG Comm, DG Sanco, DG Agri, DG Digit, DG Empl, DG EAC), the European Environment Agency, the European Parliament, the European Health & Safety Agency and the European Court of Auditors. He advised the EEA on policy presentation and advised DG COMM on communications around energy and climate change.
Name and address of employer	Grapevine Communications, Boulevard Saint-Michel 47, 1040 Brussels, Belgium
Type of business or sector	Communications strategy, PR and media training

August 1999 – September 2010

Occupation or position held	Executive Director
Main activities and responsibilities	Management of a consultancy providing institutional and corporate sector public relations and crisis management. Projects included news management for an international airline faced with damaging disclosures about staff behaviour; crisis management for an oil company facing a terrorist threat in South America and an aggressive promotional campaign for a retailer wishing to maintain its position in the face of new entrants to its sector.
Name and address of employer	Consilia Ltd, Manor Farm, Upper Wield, Hampshire SO24 9RU, United Kingdom
Type of business or sector	Public Relations

January 1995 – July 1999

Occupation or position held	Managing Director
Main activities and responsibilities	Management of a full-service public relations company. Clients included the Norton Rose Law Group, The European Commission, Ethical Pharmaceuticals plc, The London International Financial Futures Exchange, BP and Texaco.
Name and address of employer	Hill Murray Rogerson, Grosvenor Gardens, Victoria, London SW1

Type of business or sector

Public Relations

February 1990 – December 1994

Occupation or position held

Partner

Main activities and responsibilities

Management of a full-service public relations company

Name and address of employer

Morgan & Rogerson, Bedford Chambers, Covent Garden, London WC2

Type of business or sector

Public Relations

September 1978 – October 1989

Occupation or position held

TV Journalist

Main activities and responsibilities

Reporting on business and financial affairs throughout Europe and the rest of the world for the BBC's premier news and current affairs television programmes.

Name and address of employer

BBC Television, Television Centre, Wood Lane, London W12

Type of business or sector

Broadcast News

September 1972 – July 1978

Occupation or position held

Radio journalist

Main activities and responsibilities

Producer of radio news and current affairs programmes for BBC Radio 4.

Name and address of employer

BBC Radio, Broadcasting House, London W1

Type of business or sector

Broadcast News

Education and training

1968 – 1972

Title of qualification awarded

M.A. (Hons)

Principal subjects/occupational skills covered

Moral Philosophy and Political Economy

Name and type of organisation providing education and training

University of St. Andrews

Level in national or international classification

ISCED 5A

Personal skills and competences

Mother tongue

English

Other language(s)

Self-assessment

European level (*)

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	B2	Independent user	B2	Independent user	B2	Independent user

(*) Common European Framework of Reference for Languages

Social skills and competences	An accomplished communicator in both written and verbal forms. Long experience of conference chairing and moderation. Strong teamworking skills, experienced in team leadership under pressure, sensitive to intercultural issues.
Organisational skills and competences	A lateral thinker with particular skills in strategic planning and crisis management. An experienced manager in the creative arena. Lengthy experience of moderating and facilitating conferences, seminars and meetings. Skilled in the management of personnel and financial resources in the communications sector.
Computer skills and competences	High level of competence with all Microsoft Office programmes. Also competent with photo imaging and video editing software.
Driving licence	French: Groups A, B, C, D, E
Additional information	<p>PUBLICATIONS</p> <p>Home Banking - A Commercial Proposition? Lafferty (1991)</p> <p><i>An international examination of new developments in retail banking services</i></p> <p>The Forgotten Dead - Bloomsbury (1989)</p> <p><i>The true story of a World War II exercise which went tragically wrong, killing 1,000 US servicemen</i></p> <p>The Dali Scandal - Gollancz (1987)</p> <p><i>An investigation into the billion-dollar world-wide trade in fakes of the Spanish surrealist's work</i></p>

(signed) MARK ROGERSON