

COLLETTE DUNKLEY - BIOGRAPHY

Collette Dunkley is the founder of XandY Communications, the only PR agency that specializes in gender communications and adds particular value to brands or organizations that want to increase their female appeal or market share. Collette uniquely combines extensive global PR and Marketing experience with real insight into the behavioural differences between the sexes which lead them to communicate, shop and think differently.

Prior to this Dunkley was Executive Communications Director for General Motors, UK and Ireland and Head of Consumer Communications for GM Europe. In this role she managed all internal and external relations and communications for GM's corporate, brand and product interests. She was responsible for all communications for Vauxhall, Saab, Chevrolet and Opel. This included their fleet, retail and commercial vehicle operations. She chaired GM Europe's Women's Panel and established an extensive change management programme to help GM UK take advantage of the increasing influence that women have on the automotive marketplace.

Prior to joining GM Collette spent 19 years heading up communications and marketing functions in global companies headquartered in London. This included Vodafone, COLT, and Cable and Wireless.

Collette now advises a wide range of corporate clients as well as fmcg brands and personalities.. She has lectured extensively in strategic communications at Universities in London, Cardiff, Bournemouth, Belfast and Tehran.

Born in Liverpool, Collette went to the University of Bath and now lives in London with her 5 children.

<http://www.xandycommunications.com/>