

# GUY HENDERSON

## Strategic communications & engagement consultant

+447985664997 @gvh.ltd@protonmail.com https://www.gvh.ltd/  
UK ☆ https://www.linkedin.com/in/guy-henderson-838a5b23/

### SUMMARY

Strategic communications & engagement professional with over 15 years of experience on the frontline of international affairs. Key achievements include developing a strategic communications plan with Sudan's opposition & the U.S. Office of Transition Initiatives; establishing 2 news bureaus in Johannesburg & Berlin with annual budgets of up to \$500,000; leading teams in Libya, Syria & Ukraine – Davos, the Munich Security Conference & the G20. Having just completed an Executive Masters in International Strategy & Diplomacy at LSE, I now seek a full-time role.

### SKILLS

Strategic Communications & Engagement ·  
News & Media expert ·  
Team development & leadership ·  
Geopolitical analysis ·  
Commercial intelligence

### TRAINING COURSES

#### Hostile Environment

Pilgrims (2018); Blue Dot (2011)

#### Video Journalism

UK National Film & Television School (2011) – Sony EX1; Final Cut Pro/Premier Pro

### QUOTE I LIKE

“Wisdom lies in cheerful acceptance of whatever life throws at you”

— Seneca

### PASSIONS & INTERESTS

💎 Family

💎 The top of a Monroe

💎 Any Gideon Rachman column (FT)

### EXPERIENCE

#### Director

11/2022 - Present

#### GVH Ltd

London

1-man strategic communications and engagement consulting firm whose projects include:

·**Albany Associates/USAID (2023/4)**: co-developed an internal and external strategic communications plan with Sudan's main civilian opposition Tagadom, led by former Prime Minister Abdalla Hamdok. This included several trips to the region to engage with senior Sudanese and U.S. officials; and co-designing and hosting a 5-day capacity-building workshop with civil and political figures in Kampala, Uganda.

·**Farrant Group (2023)**: created an international media outreach plan for the office of a Head of government.

·**Commercial intelligence (ongoing)**: partner with 2 leading strategic advisory firms to assess pre-engagement commercial and geopolitical risk in emerging and frontier markets.

#### MSc, International Strategy and Diplomacy

09/2023 - 09/2024

#### London School of Economics and Political Science

Full-time Executive Masters programme:

·Selected as 1 of 35 senior practitioners from around the world; LSE's International Relations school has been rated the UK's best for a career in IR

·**Theory**: scrutinised and contextualised 18 years on the frontline of international affairs, culminating in a Distinction-graded 15,000-word dissertation evaluating strengths and weaknesses in western strategic engagement with the so-called Global South - including interviews with senior officials.

·**Practice**: mastery of policy-paper writing; negotiation strategies; leadership and presentation skills. This included serving as Advisor to Sir Laurie Bristow during a two-day mock diplomatic negotiation hosted at Cambridge University; and leading a National Security Council through an international incident alongside Jamie Shea.

#### News Correspondent

08/2020 - 11/2022

#### Freelance

London

Gradually phased out of journalism following relocation

·**News**: led 5-person team in Kyiv, Ukraine in the build-up to and during the early stages of Russia's full-scale invasion between December 2021 & March 2022.

·**Documentary**: won New York TV Festivals Award for presenting the documentary 'The Urban Microbiome' on the science & technology show 'Razor'.

#### Senior International Correspondent

11/2011 - 07/2020

#### CGTN - sub-contractor

Johannesburg; Berlin

Company outsourced its foreign bureaus to third parties

#### Established bureaus:

·Managed 2 independent offices during period of rapid growth as network sought to emulate Al Jazeera English.

·Attracted top talent from Al Jazeera, the BBC and CNN to participate.

·Oversaw annual budget increase of circa. \$50k in 2011 to \$500k by 2018.

#### Led global coverage:

·Primary correspondent for news and features across Africa, Europe, Middle East, Central Asia.

·Major stories included: Libyan revolution – Death of Nelson Mandela – UN Intervention

·Brigade DRC – Anti-ISIS campaign Syria – Syria and Yemen peace talks in Geneva

·Europe's refugee crisis – Summits: G7&20/EU/NATO/Davos/BRICS – Saudi Arabia's reforms

·Khassoggi murder – in-depth interviews with heads of state and business. And many more.

#### Strategic engagement:

·Gained reputation as principled, thoughtful and patient leader able to build trust and align values and interests through effective strategic engagement.

·Maintained integrity amongst both western colleagues in the bureau, and CGTN management teams in Washington DC, Nairobi, London and Beijing.

·Resigned alongside several senior colleagues in 2020.

## EXPERIENCE

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Producer, Desk Editor | 01/2008-01/2010; 01/2011-10/2011

London; Doha

### [Al Jazeera English](#)

- Based in London first; then left for the BBC; but hired back by Qatar HQ a year later to support the network's coverage of the Arab Spring.
- Producer: planned and produced 24-hour rolling news programmes – voicing and editing reports, writing punchy scripts and headlines, working with graphics teams, pitching coverage ideas, dealing with breaking news.
- Desk editor: planned international news coverage in co-ordination with other global hubs; provided communications link between programming and field teams; calmly supported decision-making for both in often fluid situations under pressure.

Broadcast Journalist

2010

### [BBC News](#)

UK

- Co-ordinated field teams and produced daily news programmes for Look North and South East Today during year of UK election.

Assistant Foreign News Editor

2007

### [NBC News](#)

London

- Co-ordinated network's international news coverage on London-based foreign desk - including end of Blair-era; murder of Benazir Bhutto; disappearance of Madeleine McCann.

Broadcast Assistant

2005 - 2006

### [Sky News](#)

London

- Hired after volunteering at the [Rory Peck Awards](#) and meeting the head of Foreign News.
- Started as a tea-maker and script deliverer; cut teeth as a news producer on Sky World News and Breakfast shows.

Assistant Producer

2005 - 2006

### [Colourful Radio - the Sonny Decker Show](#)

London

- On days off from Sky, produced 3-hour talk radio programme for African diaspora in UK.

## EDUCATION

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BA Philosophy & Social Sciences

01/2003 - 01/2005

### [Manchester University](#)

UK

Secondary

01/1996 - 01/2001

### [Millfield School](#)

UK

- 4 A-levels; 12 GCSEs