

# Kekst CNC appoints former Downing Street Director of Communications, Sir Robbie Gibb, as Senior Adviser

London, 2 Oct 2019 – Kekst CNC, the global strategic communications firm, today announces the appointment of Sir Robbie Gibb as a senior adviser to the group.

For the last two years Robbie was Director of Communications at No.10 Downing Street and to the UK's Prime Minister, Theresa May, working as one of her closest political advisers. He advised across every area of policy including Brexit, preparations for the annual budget, the long-term plan for the NHS and new measures to combat plastic waste.

Robbie joined the Government from the BBC, where he was head of BBC Westminster, with overall responsibility for its political output including the Daily and Sunday Politics, The Andrew Marr Show, This Week and Radio 4's Westminster Hour as well playing a significant role in steering the BBC's EU referendum coverage.

At Kekst CNC, Robbie will provide counsel to boards and management teams both in the UK and internationally across a range of business-critical issues.

Commenting on Robbie's appointment, Richard Campbell, Partner at Kekst CNC, said: "Robbie is a seasoned political adviser, broadcast journalist and communications professional with a strong knowledge of the British political landscape and an expert understanding of the Brexit process. At this time of political and corporate uncertainty, his recommendations and insight will be invaluable to our clients around the world. We are delighted he is joining Kekst CNC, complementing the skills and expertise of our growing team."

**About Kekst CNC**

Kekst CNC is a global strategic communications consultancy and is part of the Publicis Groupe. The firm has 300 professionals in 13 offices across the U.S., Europe, the Middle East and Asia.

In the first half of 2019, Kekst CNC topped the *Mergermarket* M&A PR adviser league tables both globally and in the UK. The firm advised clients on 124 mergers and acquisitions in the first half of 2019 with a combined value of \$335bn.

Kekst CNC is supported by a global advisory team that includes: Goran Persson, the former Swedish Prime Minister until 2007; Maurice Levy, Chairman of the Supervisory board of Publicis Groupe; Matthew Westerman, co-founder of MW&L and a former banking leader at Goldman Sachs, HSBC and Rothschild and Co; and Nuala O'Connor, President and CEO of the Center for Democracy and Technology.

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