

# acumen

## public affairs

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### Key Sectoral Expertise

⊗ Chemicals

⊗ Digital Services &  
Technology Hardware

⊗ Food and Drink

⊗ Healthcare

⊗ Transport and Vehicles

### Brussels Office Since

📅 2010

### Number of Public Affairs Consultants

👥 15

## About Acumen Public Affairs

### Firm Description

acumen public affairs is an independent consultancy set up in 2010 to combine the very best of big agency experience with hands-on senior support. Founding partners Elaine Cruikshanks, Abigail Jones and Giles Keane have an unrivalled track record in public affairs and strategic communications gained through more than 50 years of working for corporations, governments, trade associations, NGOs and international institutions in Brussels, Geneva and beyond. They relish the opportunity to work in close partnership with their clients and bring the benefits of their expertise and contacts to achieve goals that are both business-focused and sustainable.

Our philosophy is to provide clients with value-adding strategic counsel and high quality execution – by the same people. When we commit to an assignment, this means personal supervision and implementation by the acumen partners from beginning to end. That way, we can ensure that we deliver results and surpass expectations, at competitive prices that only an independent agency can offer.

We believe in the power of taking an integrated approach to advocacy and communication to achieve outcomes that have a tangible impact on business performance. We have a track record of developing winning strategies that are sustainable, by identifying a confluence of interest among key stakeholders. In other words, we are skilled at squaring the circle between the private and public sectors and ordinary citizens by addressing the human aspects of issues in a regulatory or business context.

### Ownership Structure

SPRL, privately owned by 3 founding Partners.

### International Structure

At acumen public affairs you can be sure that if we say we can do it – we can do it! Not only do our founding

partners have a wealth of first-hand experience working with blue chip clients, we also have worked across borders and strategic locations such as Geneva, Washington and London – and indeed further afield across the globe. In doing so we have built up an unrivalled circle of high-level contacts and sectoral experts with whom we now partner.

The Acumen network brings to our clients the very best experts in their respective fields. All have skills and expertise that have been tried and tested by acumen public affairs and are able to integrate into project teams seamlessly and provide added-value. When an assignment calls for a particular knowledge or background, we will set up a bespoke team to bring the benefits of specialist expertise and unique insights to our clients.

### Key Strengths

- A highly experienced team – that actually does the work
- Public affairs consultancy – but in the broadest sense
- Strategic sparring partners – and high quality execution
- Added value – that doesn't cost the earth
- Senior advisors – brimming with fresh ideas
- Brussels expertise – with international reach
- Communications counsel – delivering business results

### Key Clients

Cargill, Dow Chemical, IFPMA (International Federation of Pharmaceutical Manufacturers & Associations), MSD, Novartis, Uber.

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