

# Acumen

public affairs

## Office Address

Rue de la Loi 227, 1040  
Brussels, Belgium

## Email Address

elaine@acumen-publicaffairs.com  
giles@acumen-publicaffairs.com  
max@acumen-publicaffairs.com  
nikos@acumen-publicaffairs.com

## Client Contact

Elaine Cruikshanks, Giles  
Keane, Nikos Manaras,  
Max von Olenhusen

## Telephone Number

+32 2 669 16 00

## Website Address

acumenpa.com

## Brussels Office Since

📅 2010

## Number of Public Affairs Consultants

👥 55

## Key Specialisms

- 📍 Agriculture & Agribusiness
- 📍 Chemicals
- 📍 Digital Services & Technology Hardware
- 📍 Energy
- 📍 Food and Drink
- 📍 Healthcare
- 📍 Sustainability & Environment
- 📍 Transport
- 📍 Association Management
- 📍 Trade
- 📍 Media

## About Acumen Public Affairs

### Firm Description

We are an independent consultancy set up in 2010 to combine the very best of big agency experience with hands-on senior support. Our founding partners Elaine Cruikshanks and Giles Keane, joined by Max von Olenhusen and Nikos Manaras, have an unrivalled track record in public affairs and strategic communications working for corporations, governments, trade associations, NGOs and international institutions.

We've built a culture at Acumen to meaningfully shape policy and deliver impact that lasts.

We're really not like other agencies. We have a distinctive culture and a unique approach to the business of public affairs.

We adapt to your needs. Your pace. Your reality. All with agility that's only possible because we removed the hierarchies, unnecessary costs and business models that cause inflexibility and crush creativity.

### Ownership Structure

SRL, privately owned by 4 partners.

### International Structure

We're based in Brussels, but we think globally about your challenge, and act locally where and when you need it. This means you get flexible support at national, European and international levels on your terms.

We're an independent agency without any big corporate structure. This independence is absolutely fundamental to the energetic debates, fresh ideas and go-getter attitude that we're known for and that clients seek in our counsel.

### Key Strengths

We bring more than experienced counsel and a winning record to the table. We pride ourselves on being the kind of advisers you actually want at your side during your most complex, difficult decisions. We delight in what we do and look after our clients.

We're all public affairs specialists, of course. But our talent extends far beyond policy and politics. Our team includes scientists, digital strategists, social media pros, former journalists and more.

We leverage all the tools in the public affairs toolbox, to ensure you influence the debate and secure a seat at the decision-makers' table. Together, we make your policy agenda matter to the people that count, where and when you need it most.

### Key Clients

Cargill, ChargeUP Europe, EFPIA, IFPMA, MSD, Novartis, PPC, Roche, Sanofi, Uber.



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Shaping policy.  
Delivering impact.

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1040 Brussels

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[info@acumen-publicaffairs.com](mailto:info@acumen-publicaffairs.com)  
[www.acumen-publicaffairs.com](http://www.acumen-publicaffairs.com)

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