

Paul Askew

GLOBAL STRATEGIC CAMPAIGNS MANAGER | LONDON



PAUL.ASKEW@WITHERSWORLDWIDE.COM



+44 20 7597 6388



Paul is a senior marketing, communications and business development manager.

With over 25 years' experience working across all disciplines in business development and marketing communications, Paul leads the delivery of many of the firm's global campaigns and strategic communications.

Storytelling is incredibly important, and Paul frequently works with key clients and contacts of the firm to communicate their inspiring stories as founders and change makers, from energy transition and climate tech to fashion innovation and social impact.

Most notably, he recently led the firm's high profile 'Global Rethinkers' / 'The Discourse' and 'Defining Moments' campaigns in partnership with the Financial Times (FT), with insightful interviews with a number of the firm's clients including Dame Natalie Massenet, Sabrina and Idris Elba, Sandie Okoro, Kathy Matsui, Robin Klein, Mary Portas, Dr Bea Bakshi, Yishan Wong and many others. They were phenomenally successful, and are some of the FT's highest performing law firm campaigns.

For almost five years Paul was marketing and business development advisor to our global dispute resolution teams which include; commercial litigation, international arbitration, public international law, white collar defence and investigations, employment, media and reputation management, contentious trusts, divorce and family.

He has a wide range of experience having worked within national and City based professional services and financial services businesses for many years. Prior successes include leading external communications involving front page news stories, communications around high profile investigations and trials, multi-million pound tender and contract projects, re-branding, advertising and international communications, CRM and digital communications.

Paul is also an active member of the firm's global diversity, equity and inclusion group.

Languages

English

Key dates

Year joined: 2017

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