

Hugh Collins is a communications and strategy leader, with more than 15 years of experience of advising both leaders and challenger brands.

In his career, Hugh has taken a hands-on role in comms for B2B and B2C industries, doing everything from advising C-suites on their positioning to drafting daily social media posts. A passionate storyteller at heart, Hugh began his career in the media, writing about financial markets and covering general news as a foreign correspondent in Mexico City. This sparked a lifelong fascination with intelligent narratives and what makes individual reporters tick. He has carried both of these into his comms work to build smart, actionable messaging.

Career highlights include putting IBM on the cover of both Time Magazine and Scientific American, building enterprise and fintech practices at multiple comms agencies, and getting a one-word email from Bloomberg's editor-in-chief that just read "exceptional." He is proudest of his work as a mentor, hiring top talent and nurturing their development.

Born in Belfast, Northern Ireland, Hugh now lives in the great village of Larchmont, NY with two kids, one wife and more cast iron cookware than can possibly be healthy. He is active in the local community, supporting the local food bank and the Town of Mamaroneck Sustainability Collaborative. He holds degrees from the University of Cambridge and Johns Hopkins SAIS.