



Michael Stopford is a strategic communications and public affairs professional, having led communications and external relations for major global public and private sector employers. He has served as a diplomat, international civil servant, multinational corporate senior staff member and university administrator.

Currently Founding Partner and Chairman of **ANCORED**, a global Data-based Analysis, Strategic Communications and Reputation Management company with leading international clients.

Michael's core expertise is in **Reputation and Risk Management**, as well as **Sustainability**, which he has led for major employers and consultancies. He headed Group Corporate Reputation for the **Coca-Cola Company** and the Coca-Cola system from corporate HQ in Atlanta, GA, chairing the system-wide Public Policy, Sustainability and Corporate Reputation Council. He forged alliances with non-profit, environmental stakeholders as well as with multinational organizations. In a similar role heading Global Public Affairs with the agribusiness multinational **Syngenta** at their Basel HQ, Michael managed reputational crises ranging from child labor to genetically modified foods and built bridges to activists, civil society and multinational institutions. Earlier he headed Issue Management and Sustainability for **ExxonMobil** at their Dallas, TX HQ.

With the international public affairs company **Weber Shandwick**, based in New York and Washington, DC, Michael advised major clients such as the CEO of Novartis on reputation and crisis management; as well as sustainability, digital products, stakeholder engagement & issue management. Client sectors included agribusiness, healthcare, chemicals, energy, defense & higher education.

As Managing Director until 2019 of the long-established international geo-strategic risk advisory company **Oxford Analytica** in Oxford, UK Michael advised international clients (governments, multilateral organizations and corporations) on geo-political risk and sustainability management.

In the international public sector, Michael served for two decades with the UN and World Bank. With the **United Nations** at New York and Geneva HQs, Michael led communications in the Office of the Secretary General and was Chief of Staff in Geneva, then managing US/UN relations, outreach and reputation as head of the UN Washington Office. Later at the **World Bank** Michael was Head of Media and Public Relations for the **International Finance Corporation**. Initially a UK Diplomat, Michael served as Embassy spokesman in Vienna and worked at the UK Mission to the UN.

More recently (2008-2011) Michael served as Dep. Assistant Secretary General for Strategic Communications/Public Diplomacy with **NATO** in Brussels, where he also headed the Alliance's Science for Peace and Security Program.

Michael is also Visiting Professor/Senior Lecturer on strategic communications, sustainability, reputation management and international relations at Georgetown University; IULM University Milan; Ca'Foscari Venice; Global Campus of Human Rights, Venice; UM6P Rabat; and Católica Lisbon. He has taught MBA and executive training programs in sustainability, climate change and decarbonization. Until 2022 Michael was also Senior Adviser to the European University Institute in Florence. In earlier assignments he led International Affairs at American University in Washington, DC and served as Ass. Vice Chancellor at the University of Nebraska.

With a BA and MA in English from Oxford University, Michael is fluent in German, French, Italian & Spanish, with some Russian, Portuguese & Swedish. He is a dual US/UK national.