



## COMPASS

# CLEAR DIRECTION IN AN AGE OF UNCERTAINTY

ENSURING YOUR MESSAGING  
REMAINS CONSISTENT WITH YOUR  
ORGANISATION'S CORE VALUES

# CONFIDENCE IN



# COMMUNICATIONS

Geopolitical volatility is creating uncertainty, confusion and risk for businesses.

Risk committees are wary of unforeseen threats. CEOs are balancing an expectation to stand for something with an increasingly polarised society.

The demands of government, shareholders, employees and customers do not align.

To navigate this complicated environment, Hanover has launched COMPASS.

# PURPOSE. IMPACT. INFLUENCE.

The three tenets of our offer are clear.

Our expert team will work with you to:

- Define and articulate your business purpose, and what that means for your communications strategy. The goal is to give you direction for your communications, to avoid constant reaction to political or societal trends.
- Map the potential legislative, regulatory or reputational developments with the potential to impact your ability to meet your objectives. How these might change, and what's coming next. Best in class technology coupled with a deep Hanover network will provide you with foresight as to what may happen next, and how to approach it.
- Finally we will map the stakeholder network in which you operate, providing each demographic or individual with an influence score. We will provide clarity on who you need to build a relationship with and how best to do so.



# NOW IS THE TIME TO FIND CLARITY

We believe that the most successful businesses in an age of uncertainty are those with:

- A clear sense of what they are trying to achieve and how communications can help them.
- Detailed foresight of all of the issues (existing and potential) that can impact that strategy.
- Deep connections with the stakeholder network that can advocate or detract from the strategy.







# MEET THE TEAM.

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## GARY CLELAND

### GROUP MANAGING DIRECTOR

A former national journalist, Gary is Group Managing Director of London's Corporate, Strategy and Digital practices – overseeing a team of 40 communication and content specialists.

As a trusted adviser to c-suite, Gary provides high-level counsel on corporate affairs matters to senior executives at businesses which include Barclays, Diageo The Walt Disney Company, Pizza Hut, Budweiser and Samsung.

He has delivered communication and messaging training to politicians, ambassadors and government departments globally, as well as managing issues response and media strategy.

A crisis specialist, he has overseen crisis preparedness, management and response programmes for clients including Channel 4, Guinness World Records, American Express and Schlumberger.





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# BARBARA WYNNE

## MANAGING DIRECTOR, EUROPE

Barbara joined Hanover in February 2025, bringing with her over 20 years of experience in government affairs and public policy at national, EU, European, and international levels, as well as in corporate and trade association environments.

Prior to this role, she was Head of Digital and Technology at FIPRA where she provided strategic government affairs and policy advice to digital clients and those with a vested interest in digital policy. She also served as Head of Europe for Accenture where she developed her expertise in digital policy across various areas including artificial intelligence (AI), cloud computing, cybersecurity, data privacy, online trust and safety issues, along with examining the broader impact of digital technologies on both the economy and society.

Barbara holds a BA International in History and French from University College Dublin (UCD) and Université Lumière Lyon II; an MA in European Studies from UCD; a Diploma in Applied European Law from the Law Society of Ireland; an MBA from Solvay Business School.

# MEET THE TEAM.





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# LORNA JENNINGS

## MANAGING DIRECTOR, IRELAND

Lorna leads Hanover's Dublin team. She provides strategic communications and political advocacy for domestic and international clients across health, technology, financial services and other sectors.

Prior to joining Hanover, Lorna held senior positions at Keating & Associates and Hume Brophy. She has also previously worked for the Irish Cancer Society (ICS), developing a wide range of media contacts and devising the Society's strategies and advocacy communications, and in the Houses of the Oireachtas, leading the team of a Government Senator who held portfolios in Finance, Environment and Natural Resources.

Among the clients she has delivered successful campaigns and advocacy programmes for are Elavon, the Coalition of Irish International Companies, Mundipharma, AdRoll, Dublin International Insurance & Management Association and Burger King.

# MEET THE TEAM.





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## JONTY SUMMERS

### MANAGING DIRECTOR, MIDDLE EAST

Jonty leads Hanover's business in the Middle East, advising clients across the GCC. He advises the senior management of government, semi-government entities, private sector and multi-national companies on profile raising and reputation management.

Specialising in leadership communications, corporate positioning and the management of major issues. He is also an experienced speech writer, presentation skills coach and event facilitator.

Jonty has been based in the UAE since 2009 and established Hanover Middle East in 2017. He was Chair of the Middle East Public Relations Association (MEPRA) from 2019-21.



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# GORDON TAYLOR-LEE

## MANAGING PARTNER, CANADA

Gordon Taylor Lee was appointed Managing Partner of NATIONAL's Ottawa office in February 2019. With over 20 years of public affairs and communications experience, Gordon joined NATIONAL, Hanover's sister agency in Canada, having served as a senior political staffer, an executive-level member of Canada's federal public service, and private sector leader of a global, integrated communications and public affairs firm.

Gordon is a former Senior Policy Advisor to Canada's Deputy Prime Minister, Director of Policy to the federal Minister of Health, and political advisor to multiple campaigns. Gordon has also led management teams within various departments, including Health Canada and Innovation, Science and Economic Development Canada. He began his career with Global Affairs Canada, having served in the department's North American Bureau and with Canada's Consulate General in Seattle.

# MEET THE TEAM.





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# MATT KUCHARSKI

## MANAGING PARTNER, U.S.A.

Matt is a seasoned public relations, strategic communication and marketing professional, helping clients across a wide range of industries build, grow and protect their brands and reputations. Matt leads Padilla, Hanover's sister agency in the U.S, and is a sought-after marketing, communication and business counselor with expertise in branding, corporate communication, reputation management, and crisis and critical issues response.

Matt has planned and implemented strategic communication, brand building, and reputation management programs and projects for a wide range of Padilla clients, from global Fortune 500 enterprises to promising category challengers.

Clients benefitting from Matt's experience include Rockwell Automation, Mayo Clinic, Blue Cross Blue Shield of Minnesota, Be The Match, Tyco Retail Solutions, 3M, Valspar, Microsoft, Cisco and numerous others.

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# ENSURING A CONSISTENT MESSAGE

If you would like to discuss, or review your current communication strategy to ensure that it is meeting the particular needs of today's political and media environment, get in touch.

Gary Cleland, Group Managing Director  
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