

## Hugo Peel

Hugo Peel core disciplines are management and marketing consultancy, and he is responsible for Asirt's communications.

Formerly, he was a director at or senior counsellor to Edelman PR Worldwide, Blue Circle plc, Lend Lease, Land Securities plc, Yorkshire Forward and Ernst & Young.

Peel is also CEO at Professional-Connections, the executive search arm of Peel & Co &ndash; the communications, marketing, PR and branding advisory business. These two organisations provide complementary services to a wide range of UK and international clients.