



Ms. Tamsin Greulich-Smith

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Tamsin Greulich-Smith is a graduate of Imperial College of Science, Technology and Medicine, having specialized in environmental technology. She began her career in public health, developing and delivering widescale health and environmental strategies in local government and nationally at the UK Government's Dept. of Health.

She is a skilled communications professional and published author, specializing in risk communications, with international experience and award winning results. She has worked in sectors such as healthcare, transport, urban planning, civil engineering, nuclear waste, and telecoms, with previous clients including Tyne Tunnels 2, Bouygues, Tyne & Wear Integrated Transport Authority, UK Nuclear Decommissioning Authority, Australian Mobile Carriers Forum, and the UK Rail Safety & Standards Board. Prior to joining NUS, Tamsin was Managing Director of innovation company Wood Holmes where she spearheaded the communications and partnering strategies for the 2012 Major UK Civil Engineering Project of the Year, the SGD \$700M New Tyne Crossing.

Synopsis:

The role of Strategic Communications and Stakeholder Engagement in Effective Project Management

Drawing upon her experience as part of the leadership team responsible for delivering a S\$700M civil engineering Private Public Partnership project in the United Kingdom, during the harshest economic conditions faced for generations, the speaker will illustrate the powerful role of strategic communications and tailored stakeholder engagement in achieving breakthrough results despite an uncertain economic outlook. With project success hinging upon timely milestone delivery, and financial consequences linked to any drop in custom during completion of the programme, the speaker will share the secrets of success that saw this contentious and challenged project delivered ahead of time, on budget, and to award-winning acclaim. The project adopted a communications-centric approach, and the speaker will draw upon examples from other industries to demonstrate that similar approaches can achieve success regardless of industry.