

Quentin Wray, BEcon

+44 7454 402024 • quentin.wray@gmail.com • Haslemere, UK

Career Objectives

I am a self-motivated professional editor, writer, and communications consultant, equally happy working alone or as part of a team. I have deep experience in running large professional teams, organisational transformation, general management, and content creation and curation across a wide range of media and other organisations. I use my proven technical and people skills and commercial savvy to drive improvements in content, communications, profitability, and sustainability.

Key Career Achievements

- Founding and running The Word Chest Ltd, a media strategy, journalism and communications consultancy. Clients include Heathrow Express Ltd, Deloitte (Nigeria and South Africa), The Guardian Newspaper Ltd (Nigeria), Havas PR, Red Knight 6, Forbes Africa, Harambee Youth Employment Accelerator, BizNews and a range of other smaller assignments;
- Technical writing, project control, risk management and stakeholder engagement for the decommissioning of a major rail depot and planned building of a replacement depot.
- Transformation of a major Nigerian newspaper group, reversing years of editorial and commercial decline, and professional and commercial advisory role to the shareholders and Executive Committee. This resulted in higher profits and dramatically improved print and digital content and revenue in the face of an industry-wide revenue squeeze;
- Driving the creation of organisational structure, web presence, brand development and marketing materials for a UK industrial start up;
- Creation and editing of compelling and timeous research reports for organisations involved in the financial services and social development spheres;
- Design and implementation of the integration of the large newsrooms of two national publications into one highly functional unit;
- Managing a large digital news operation (40 titles and niche content websites), growing both readership and revenues during my tenure;
- Editing South Africa's largest business newspaper, growing print readership by 20% as readers were abandoning print for digital whilst driving the newspaper's migration from print only to print and digital;
- Reporting as a journalist at the highest level on fiscal, monetary and trade policy as well as markets, politics and social issues;
- Writing well-regarded and widely read national newspaper columns.

Key Competencies

- Exceptionally strong written and verbal communicator
- Pragmatic and commercially savvy executive, skilled at building relationships and negotiations
- Experience across a wide range of media platforms
- Extensive knowledge of international finance, economics and politics
- Strategic analysis, strategy design and implementation
- Deep understanding of media, public relations and internal communications
- Deep understanding of the media industry and its challenges and opportunities
- Self-motivated professional, equally happy working alone or as part of a team

Career History Summary

Company	Role	Dates
The Word Chest Ltd (UK)	Founder and CEO (primary clients: Heathrow Express, Deloitte (Nigeria), The Guardian Newspaper Ltd (Nigeria and South Africa), Havas PR, Harambee Youth Employment Accelerator, Red Knight 6, Forbes Africa)	Dec 2013 – Present
BDFM (South Africa)	Group Executive Editor of Business Day and Financial Mail (short-term contract prior to emigration to the UK)	May 2013 – Nov 2013
Independent Newspapers (South Africa)	General Manager: Independent Online (www.iol.co.za)	Jan 2011 – Apr 2013
Independent Newspapers (South Africa)	Editor: Business Report	May 2009 – Dec 2010
BDFM (South Africa)	Associate Editor: Financial Mail	Oct 2008 – Apr 2009
Independent Newspapers (South Africa) (London)	Deputy Editor: Business Report	Mar 2006 – Sep 2009
Independent Newspapers (South Africa) (London)	Company News Editor: Business Report	Jun 2004 – Feb 2006
Independent Newspapers (South Africa)	Economics Editor: Business Report	Oct 2001 – May 2004
I-Net Bridge (South Africa)	Economics Editor	Dec 1999 – Sep 2001
East Cape News (South Africa)	Business Editor	Dec 1997 – Nov 1999
Various Accounting Roles (South Africa)	Accounting and auditing	Jan 1993 – Nov 1997
Deloitte (Zimbabwe)	Articled Clerk	Dec 1987 – Dec 1989

Detailed Career History

Founder and Chief Executive, The Word Chest Ltd (UK)

December 2013 to Present

The Word Chest Ltd is a UK-based journalism, communications and media consultancy which delivers cost-effective and strategic communications, brand development, public relations, research and editorial advice and services. It works with UK, South African and Nigerian firms. The Word Chest provides technical writing, project control, risk management and stakeholder engagement for the decommissioning of a major rail depot and planned building of a replacement depot for Heathrow Express and has advised a large Nigerian media company about their turnaround strategy. It has advised an international media relations firm on reputation management and thought leadership and undertaken a wide range of other writing and editorial projects.

Group Executive Editor, BDFM (South Africa)

May 2013 - November 2013

I was appointed on a short-term contract to integrate the newsrooms of Financial Mail, South Africa's premier weekly financial magazine, Business Day, the country's top business-oriented daily newspaper, and the group's BDLive website. This was done in response to South Africa's changing economic and media environments. The combined newsroom comprises more than 100 news editors, reporters and production staff and produced content for the In addition to the restructuring exercise, my duties included contributing to news-gathering and production discussions on both publications across print, web and wire, ensuring the efficient and effective allocation of editorial resources and ensuring that BDLive, Business Day and Financial Mail all improve their market share and competitiveness

General Manager, Independent Online at Independent Newspapers (South Africa)

January 2011 - March 2013

As General Manager of Independent Online (www.iol.co.za) I was responsible for overseeing the entire operations of around 40 newspaper title and niched content websites that comprise IOL, South Africa's second largest online publisher. As well as the web sites for the Independent Group's 17 South African newspapers, IOL has a news site and a wide range of niche content sites including Business Report, property, travel, motoring, lifestyle and entertainment. It also ran online businesses in various sectors including classifieds, dating and motoring. Reporting directly to the Chief Executive, during my tenure as General Manager, I grew core advertising revenues and audience despite poor retail and consumer confidence levels, sluggish economic growth and massively increased competition in the online news space. As GM, I sat on the board of several Group companies.

Editor, Business Report at Independent Newspapers (South Africa)

May 2009 - December 2010

As Editor of Business Report, South Africa's most widely read daily financial newspaper, my duties encompassed the whole range of management responsibilities – I ensured the production of a top quality financial daily newspaper which set the agenda in South Africa's business community on a tight budget and in a difficult trading environment. During my first year as Editor, Business Report grew readership, as measured by the All Media Products Survey (AMPS) by 20% to 1,244 million readers. This happened while the group's titles' circulation - BR's only distribution channel - fell and while our main print competition saw readership numbers fall dramatically. I ensured the incorporation of BR's online offerings into the management of the newspaper and, as a result, the website and social media offerings performed superbly. I wrote the weekly Take Your Q column which deals with key socio-political and economic issues and participated at a high level at public functions and conferences. I managed a large team of journalists, photographers and news editors.

Associate Editor, Financial Mail (South Africa)

October 2008 - April 2009

Key responsibilities as Associate Editor at Financial Mail, South Africa's most prestigious weekly financial magazine, included commissioning and editing stories for the magazine's Money & Investing section which covered listed companies and the various financial exchanges. I also managed major editorial projects such as the budget edition, and wrote the weekly editorial comments laying out the magazine's views on core issues of the day. In addition to this I wrote a regular – and popular – column on fly-fishing and represented the publication at major events.

Deputy Editor, Business Report at Independent Newspapers (South Africa)

March 2006 - September 2008

My key responsibilities as Deputy Editor at Business Report included deputising for the editor and directly managing a large staff, including two news editors, 15 journalists, two photographers, the

chief sub-editor and production and administrative staff. My day-to-day responsibilities included performance management, story conceptualization, assignment, briefing and debriefing, coaching and mentoring and quality control to ensure accuracy, fairness and the newsworthiness of stories.

**Company News Editor, Business Report at Independent Newspapers (South Africa)
June 2004 - February 2006**

My key responsibilities as Company News Editor included general management of 15 junior, mid-level and senior journalists, including leave and overtime rosters, performance management, story conceptualisation, assignment, briefing and debriefing.

**Economics Editor, Business Report at Independent Newspapers (South Africa)
October 2001 - June 2004**

My key responsibilities as Economics Editor included exhaustive coverage of macroeconomics and fiscal, monetary, trade and industrial policies. Although experience in this position largely involved macroeconomics, with a particular focus on the Reserve Bank, National Treasury and Department of Trade and Industry (DTI), several international conferences (such as the World Economic Forum and the International Monetary Fund) as well as some more general news events.

**Economics Editor, I-Net Bridge (South Africa)
December 1999 - September 2001**

As senior Economics Journalist at I-Net Bridge, a financial wire service linked to Bridge, at the time a US-based major news service my key responsibilities included covering all aspects of economic policy with particular emphasis on the National Treasury and the Reserve Bank. I covered, among other things, the national budget and monetary policy committee (MPC) meetings and the Zimbabwean parliamentary elections in 2000.

**Senior Business Reporter, East Cape News (ECN) (South Africa)
January 1998 - November 1999**

I was a director and reporter at this Grahamstown-based independent news agency, which serviced all South Africa's major media companies on a subscription basis. I was one of the company's founding directors and was integral in transforming ECN from a donations-dependent trust, which nurtured black journalists during apartheid to a profitable commercial organisation. I covered the entire spectrum of business in the Eastern Cape including the Motor Industry, the establishment of the Provincial Gambling Board, Agriculture and Labour issues.

**Various Financial Manager and Accounting positions (South Africa)
1993 - 1997**

I worked as an accountant for various organisations. Jobs included being financial manager at the President's Award, a youth empowerment programme based in Grahamstown; a tax and financial accountant at Whiteleys, a Grahamstown-based firm of Chartered Accountants; and financial manager of the Albany Museum (also in Grahamstown).

**Articled Clerk at Deloitte (Zimbabwe)
January 1987 - December 1989**

Management of medium sized audits and managing a staff complement of three to four people.

Education **Rhodes University, BEcon, (Economics, Management); Graduated 1991)**
Falcon College, A Levels (English Mathematics); 1986

Training Courses

2007/08: Leadership Development Programme: Wits Business School (Johannesburg)

2006: Forensic Analysis and Reporting Course (University of Johannesburg)

2005: Essentials of Newspaper Management (Sol Plaatje Institute, Rhodes University)

2002: Newsroom Leadership and Ethics (Institute for the Advancement of Journalism)

2002: Media Law (Institute for the Advancement of Journalism)

References **Available on request.**