



**Giles Scott**  
**Head of Group Communications**

**Career Summary**

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Giles Scott is the Head of Group Communications for Interserve. He joined the company in 2002 and is responsible for creating and implementing the strategy for communicating with external stakeholders and Interserve employees.

Prior to joining the Interserve Group, Giles was the Head of Planning and Evaluation for Firefly, the leading independent high-tech communications consultancy. In this role he developed and ran a new strategic service comprising planning, research and evaluation which assisted clients in creating and managing their corporate communications programmes. High-profile clients included Motorola, Virgin.net, Compaq and 3M. Giles joined Firefly in 1999 as an Account Director, having previously worked in similar roles with two other communications consultancies.

Giles's early career began in 1985 with several years in commercial/industrial marketing. In 1991 he became a marketing and business strategy consultant for the Canadian High Commission in London. In this role he advised Canadian companies on how to tackle the UK market, drove investment by UK firms in Canada and contributed to policy-formation conferences in both countries.

Giles, born in July 1962, holds a Masters degree in Business Administration from Cranfield and, from Loughborough University, a Diploma in Industrial Studies and a BSc in Production Engineering and Management.