



“At a time of ongoing challenge and pressure, Carrie was a constant source of strength and guidance, neither flinching from difficult decisions nor failing to remember that looking after people was always the number one priority. She handled the difficulties and stresses with great spirit and skill.”

Stig Abell

*Editor: TLS, Ex-Managing editor, The Sun*



“From the driver to the most senior director, Carrie brings calm, clarity and convincing proposals for improving a situation, no matter how bad. She combines a natural sympathy with a shrewd and strategic focus on solutions, and I know from experience that she really is one of the best people to have by your side in a crisis and its aftermath.”

Guto Harri

*Former Director of Communications and Corporate Affairs, News UK*



“Carrie is an empathetic, hard working and passionate manager of change in tough organisations and environments. We worked together for three years on the digitisation of News UK’s Commercial team. It wouldn’t have been delivered on time and under budget without her”

Paul Hayes

*Former Commercial MD, News UK*



# Carrie Birmingham

HRD/OD

Carrie has held various leadership HR positions lately as HR Director for The Sun. She believes that company and human potential are entwined, so business success comes from a healthy culture. Therefore she is committed to bettering businesses with people, not forcing change on them. She also has expertise in building trust with employees when a company’s reputation is threatened. Carrie has passion, honesty, resourcefulness, insight and an ability to see the potential positives in even the most challenging of situations. She can offer incisive observation as well as practical ‘hands on’ support.

## TRANSFORMATION

- People lead for 3 year transformation project of Advertising business, which took costs down by a third, generated an uplift in revenue and enabled 85% of staff to clearly understand and role-model the behavioural change required
- Closure of the News of the World which meant a collective consultation process for several hundred staff plus casuals and freelancers.
- After a structural merger of two sales teams, People lead for a cultural change programme focused on enabling collaboration. A highly inclusive project which embedded values to enable staff to talk, feel and act in line with an ambitious purpose.

## CRISIS HR

- With over 20 employees arrested under Operation Elveden’s investigation into payments to public officials, led the company’s response to the employees and other groups involved, scenario planned what could happen, and managed communication with the journalists involved, the Newsroom and our legal teams.
- Lead the aftermath of employee suicides more than once : met with devastated families, led the Company’s measured response to the shock and grief this created amongst colleagues, and guided a functional mental health campaign off the back of this.

## EDUCATION & INTERESTS

MSc in Organisation & People Development, Chartered CMIPD

A qualified coach, facilitator, NLP & gestalt practitioner

A Levels – Maths, Law and Sociology

Interests include cooking, yoga, camping & training for first triathlon