



John Underwood

Senior associate John Underwood is a highly experienced healthcare communication expert with nearly twenty years' experience providing consultancy and training support to health and social care organisations. His particular area of expertise involves the communication challenges associated with service reconfiguration. He provides communication diagnostics and strategic advice at board level to support delivery on core objectives and a training, mentoring and developmental service for both teams and individuals.

Experience

Before becoming a communication consultant, John was director of communication for the Labour Party and an award-winning TV reporter and presenter for the BBC, ITV and Channel Four. He founded the communication consultancy Freshwater Healthcare (formerly CLEAR) in 1991 and today works with a wide variety of health and social care clients.

John is an Honorary Professor of Communication in the Department of Anthropology and Applied Social Sciences at the University of Glasgow and a guest lecturer on the NHS London / King's Fund Board Leadership Programme for NHS Chairs and Non-Executive Directors.

Professional Expertise

- Communication audit and strategy development
- Internal communications
- Stakeholder engagement and consultation
- Media and marketing
- Crisis communications and issue management
- Board leadership and development

Education, Qualifications & Professional Positions

- University of Sheffield: BSC (Hons) Earth Sciences
- University College Cardiff, Graduate Diploma in Journalism with Politics & Industrial Relations
- Hon. chair at the University of Glasgow
- Kings Fund lecturer
- Executive Director, Freshwater UK