



Nick Samuels

Nick Samuels has almost 20 years experience in healthcare communications. In that time he has worked on health issues in parliament, the media and for the NHS. Nick has specialist expertise in crisis and reputation management, establishing and developing communication functions and strategies, service change and staff and public consultation. Nick works at Board level and is accomplished at building and sustaining positive relationships with senior internal and external opinion formers.

Nick has worked as a director in the NHS for national organisations, major teaching hospitals, and other Trusts and PCTs. He provides both operational expertise and strategic counsel. Nick is a former chairman of the Association for Healthcare Communications and Marketing, is an occasional writer and speaker for the Health Service Journal and the founder of the consultancy Red Squirrel Communications Ltd. Prior to working in the NHS Nick worked in television for Dispatches and in parliament as health researcher for Alan Milburn MP and Harriet Harman MP.

Professional Expertise

- Reputation management
- Communication audit and strategy development
- Internal communications
- Stakeholder engagement and consultation
- Media and marketing
- Crisis communications and issue management
- Leadership and professional development
- Public speaking

Education, Qualifications & Professional Positions

- University of Leeds, BA in Political Science
- Trinity and All Saints, post graduate diploma in Public Communication
- Chairman, Association for Healthcare Communications and Marketing
- Conference speaker
- Journalism
- Managing Director, Red Squirrel Communications Ltd