



## **ROGER PETER HAYES**

ADJUNCT ASSOCIATE PROFESSOR

Lee Kuan Yew School of Public Policy

Roger Hayes teaches an elective 'The Foreign Policy of Global Business: The International Corporation as Diplomatic Actor'. Based upon a combination of his practice experience in public relations/public affairs with a late career research study comparing and contrasting international PR and Public Diplomacy, leading to a Doctorate (Henley Business School, UK, 2012), he is determined to help create a new cadre of corporate and public diplomats needed in this age of disruption, digitalisation and diversity.

He is passionate about the need for governments, NGOs and business to collaborate on solving social issues, especially in emerging countries and all his teaching, training, writing and research as well as consulting has this as an objective. Indeed, he authored a book *REFRAMING THE LEADERSHIP LANDSCAPE: Creating a Culture of Collaboration* (with Reginald Watts, 2015) to illustrate how this works and should work around the world.

In addition to his teaching in Singapore and the UK (Greenwich University), Roger has consulted with and trained business and governments in Africa, India, ASEAN and the Middle-East, speaking at conferences all over the world. Roger was President of the International Public Relations Association in 1997.

For the past 12 years Roger has been a senior counsellor with strategic communications and public affairs firm APCOWORLDWIDE in London with a stint managing its operations in India from Delhi (2010/11). He is also a senior adviser to the UN supported charity The Consortium for Street Children (CSC), member of the Advisory Board of FICCF-UK, the Indian trade body and a Trustee of the think tank Global Thinkers Forum (GTF).

Roger is among the forerunners of the global expansion of PR in the 70s and 80s working with Burson-Marsteller PR in London and New York. During his later career he held senior positions with the PA Consulting Group, Thorn/EMI, Ford of Europe, ending up as DG of the British Nuclear Industry Forum (now NIA), the UK nuclear lobby and trade association. For 10 years during the 1990s he was Non- Executive Chairman of Echo Research. Roger began his career as a Reuters Correspondent in Paris (1967/71).

Roger received his MA in International Relations from the University of California and BSC Economics from University College London.

Roger lives in London , commuting regularly to Singapore and other parts of the world.



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