

SPURWING WELCOMES AMPY CORPUS TO SENIOR TEAM OF ADVISORS

Spurwing Communications appoints new Associate Director to boost its strategic and creative offering

Singapore, 22 November 2018, Spurwing Communications (Spurwing), an independent strategic communications consultancy, today announced the appointment of Ampy Corpus to the new role of Associate Director.

Ampy brings more than 15 years of experience in integrated communications, advising global clients on the creation and execution of compelling communications programmes. She specialises in creating integrated campaigns and has established a strong track record in using creative storytelling, engaging key opinion leaders and creating owned content as tools to meaningfully engage audiences off- and online. Her expertise complements Spurwing's existing team of senior corporate communications advisors, public relations consultants and in-house designers.

Most recently, Ampy devised and led award-winning global communications campaigns for Unilever's oral care brands. She also ran purpose campaigns for their household brands and their multi-brand initiative in Africa. Prior to moving to Singapore six years ago, Ampy directed brand PR work for P&G in the Philippines.

"I am thrilled to join Spurwing at this interesting time in our industry and exciting phase of Spurwing's growth. My passion is creative storytelling and I'm excited by the possibilities of what my expertise will bring to the business, combined with Spurwing's deep sector knowledge and entrepreneurial spirit," Ampy commented on joining Spurwing.

Emma Thompson, Spurwing's Founder and Managing Partner said: *"We are delighted to welcome Ampy to our growing team. Spurwing has enjoyed a fantastic 2018 and with Ampy's insights and strong track record we are looking forward to supporting our partners to refresh their communications strategies in 2019 and take their engagement to the next level.*

"In just four years, Spurwing has become the go-to agency for sector-specific advice and strategic communications in healthcare, food and agribusiness. We are proud to be a team that challenges the norm and sees opportunities for our clients to lead from the front where others see obstacles."

Spurwing Communications was founded in 2015 and has quickly built its reputation as one of the most well-respected strategic communications agencies in Singapore. Its team of 11 experienced consultants provides proactive and intelligent counsel on external and internal stakeholder engagement, helping businesses operating in highly regulated markets navigate complex issues and protect their licence to operate.

To find out how Spurwing can bring value to your organisation, contact Ampy via ampy@spurwingcomms.com or +65 6340 7287. Read more about the Spurwing team and our expertise at <https://www.spurwingcomms.com/>.

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Media contact

Clarinda Ng
Info@spurwingcomms.com
T: +65 6340 7287