



(3) Election Manifesto and Personal Statement



Name of candidate: Sylvie Harton

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Sylvie Harton, SVP, Global Head of Strategy & Global Head of PR & IR Solutions at Intrado Digital Media

I ask the AMEC membership to vote for me and support my candidacy to become a Director of the AMEC Board.

Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:

- Sharing best practices for the use of new technology to derive strategic insights for PR and marketing stakeholders
- Generating wider awareness, engagement and support for AMEC and its principles globally. The organization already punches above its weight – the development of fresh content and grass-roots initiatives will ensure it continues to do so

What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)

With more than 25 years' experience in communications, I am a decisive, cross functional executive with achievements in revenue growth, M&A, strategic partnerships, marketing, public relations, social media, search engine marketing, digital media and investor relations with a proven track record in strategy and executive leadership. At Intrado Digital Media, I have stewarded the acquisition and integration of new monitoring and measurement business units, established new partnerships with content providers and consulting services, and fostered the application of new technology to streamline researcher-led insight.


Electronic signature:

Date

(2) AMEC Nomination paper for election to the 2021 board:



2) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Sylvie Harton
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	Intrado Digital Media, LLC
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Sylvie brings more than 25 years' communications experience, and currently heads up Intrado Digital Media's global PR and IR business unit, and also serves as the company's Global Head of Strategy. She is an advocate for solid measurement principles, harnessing new technology to deliver strategic insights and AMEC. Furthermore, Sylvie represent one of the newer AMEC members – an organization that showed great support and commitment to our industry body during this difficult year!
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	Attached
He/she has given their consent <i>(please circle)</i>	Yes
My name is	Maya Koleva
I am the representative of the Member company or individual named here.	Commetric Ltd.
Date	11.November 2020
Signed	 Maya Koleva

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 20 November, 2020 by midnight in your respective time zone.

Johna Burke

(2) AMEC Nomination paper for election to the 2021 board:

AMEC Global Managing Director

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