



**Lady Jane Edwards | CEO of BBS
Communications Group**

Jane Edwards is recognised as one of Australia's leading businesswomen with a distinguished professional career spanning more than 35 years.

She has twenty-five years' experience in board directorships and corporate governance and is appointed to a number of business and government boards.

Jane has special skills in advising established and start-up firms on business critical planning in client and stakeholder engagement.

Jane founded and owns the national BBS Communications Group and is an Adjunct Professor at the University of Queensland's school of Journalism and Communications.

For more than 25 years, Jane has led the operations of BBS Communications Group in Australia and the Asia Pacific Region and is a regular public speaker on leadership and business sustainability.

A former Canberra journalist, Jane is a specialist in issues and reputation management. She advises senior executives and community leaders on personal profiling and business-critical issues which require speed, nimble thinking and discretion.

She is a Fellow of the Australian Institute of Company Directors (AICD), the Australian Institute of Management (AIM) and the Public Relations Institute of Australia (PRIA).

Based in Brisbane, working with a long established executive team, she is engaged in the daily activities of the firm's experienced team of consultants for clients around Australia, in New Zealand and in PNG.

She maintains long standing personal relationships with experts and thought leaders across a broad range of industries around Australia and has high level contacts in Queensland State Government and the Australian Federal Government.

Her firm has pioneered and set the pace for communications consultancy practice since its inception in 1989 working particularly in construction and master planned communities, health and medical services, tertiary education and with professional services firms.

Her consultancy is also recognised for its advisory work in government relations, crisis and issues management, brand strategy, market development and management, community engagement as well as media relations and change management strategy.

Throughout her career, Jane's unique management style has enabled her to handpick and mentor the best and brightest communications practitioners in the country. The 'BBS Alumni' now stretches from Buckingham Palace to the United Nations in New York with many accomplished former BBS staff now working as communications advisers to public figures and industry leaders around the world.