

**Bio & Policy Statement from  
A Nominee for Associate Member Governor  
Board of Governors 2018-2019**

**Genavieve ALEXANDER**  
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**Statement**

I live and love this city of juxtapositions and for me the FCC is at its core.

I am motivated to further project and evolve this world-leading club, to play a part in sharing the pride, place and purpose of the FCC here and internationally and to sustain the club for future generations to come.

Watching the academy award winning film “Love is many a splendor thing” which was captured at a past residence of the FCC, reminded me of the charm and spirit of old Hong Kong. It is with a timeless spirit, a twist of modernity and a measure of the unexpected that I wish to contribute to the club.

Creative and curious by nature I propose to enhance the club happenings, inject some wellbeing and sustainability and together enthuse a more consciously connected community.

**Ideas & contributions**

- Promote the FCC internationally and embody the spirit of the club from East-West, West-to East: growing reputation and recruitment
- Accelerate the breadth and diversity of speakers “FCC - In conversation with...” and share this rich content beyond the club
- Grow the FCC archive. With circa 2,500 members in motion; as we approach 70 years (2019) at the current residence, lets invent a way to celebrate and capture the characterful conversations
- Instill in a fun and real-time way for a more conscious community in the areas of wellbeing and sustainability
- As a young (ish!) business woman I would like to advocate more female members, further enriching and energizing the club culture
- Establish an in-residence programme for a selection of aspiring young journalists
- Enrich social happenings: EG/ “FCC screenings” a series of iconic films & documentaries held by their authors, input into an “FCC Book Club”, establishing a global shelf of stories

**My Journey in the West...**

Having served almost a decade at LVMH I continue to tribute my business mentor Madame Clicquot, who in the 18<sup>th</sup> Century said of her wines; “*one quality only the finest*”. Globally I led the Veuve Clicquot Business Woman award, a tribute to outstanding women and their entrepreneurial spirit. From the late Dame Anita Roddick to Vivienne Cox CEO of BP Gas I enlisted visionary guest speakers and staged broadcasts across London from Claridges to the Stock Exchange.

My affiliation with the media has been plentiful and I reflect fondly on many a day spent at London's Frontline Club. I have relished in sharing those times and acquiring new ones here within the eclectic community of the FCC.

British born and educated with a BA Hons in Public Relations, I landed in Hong Kong with a reportage of press experience born across two decades. From my former years at Marks & Spencer HQ in corporate and consumer PR, handling crisis communications during its rise and fall, to the world-class brands and visionaries within LVMH, my passion is working with brands of great history and legacy.

I feel immensely connected, enriched and grateful to the artisans I have met and worked with. From authors to photographers, cellar masters to fashion designers; some of which I would like to welcome to the FCC.

### **My Journey in the East....**

Moving to Hong Kong in 2011, I began consulting to Berry Brothers & Rudd whilst single handedly establishing Hong Kong's first PR Brand Genavieve.Co, designed to "communicate luxury differently". Now six years on and 50+ brands later I am enthused to share this network and expertise with the club.

Injecting some wellness options and opportunities into the club is something I am passionate to share. My work curating the first Wellness Staycation for Hong Kong together with Dr Mark Hyman and life coach Lauren Zander and my enjoyment of yoga and meditation have further fuelled my desire to channel real-time wellness into the hard working lives of our members. Across the years I have supported local initiatives and spurred on a season for Hong Kong. In 2014 Genavieve.Co established the first Polo Team for Hong Kong engaging future riders and sponsors proudly supporting Riding for the Disabled.

I have a natural thirst for the great outdoors with a photography book underway; "Beach Life HK" celebrating beachside communities that sustain so much of the charm of Hong Kong Island. Stimulated by beachcombing and lending a helping hand to the Aberdeen Boat Club on beach clean up's, it's been a meaningful and creative project. I aspire to donate profits, should the book lift off! to Nature Conservatory and Hong Kong Clean Up.

With a strong background in F&B I would like to add to the thirst and gastronomy of the club too.

I relish in the opportunity to play my effervescent part in the FCC.

See you for a glass soon, Genavieve