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**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2019-2020**



Genavieve ALEXANDER

Affiliation: Genavieve Co. Ltd

Statement

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

The FCC is a world-class press club devoted to freedom of speech and a lively community of conversations. I am ready to continue playing my part for its continued success and actively promote and evolve all that we are. I call on your generous support to enable me to further my work as an associate governor.

We are very privileged to have a club that so many of us call a ‘home from home’ and the friendships and opportunities that come from it. I commend the GM Didier Saugy and the staff for all they have achieved in the spirit and service of the club.

I am committed to adding to the enjoyment and evolution of the club – through its atmosphere, member experiences, reputation and its future. As a Communications specialist I’m passionate to share what makes this club great, I intend to further make sure it flies with the club values that it sustains and for all we as members of old, new and future feel proud of.

Joining the board in July 2018, I am co-convener of both the Communications and the F&B Committee’s. Contributing new energy, ideas and revenue results for the club.

I really admire all the voluntary hard work that goes into both the committees and the board.

As a businesswoman, I am passionate to balance the topics and events at the club and further grow female members, together with encouraging and supporting the young aspiring journalists in the region. I really admire the FCC Clare Hollingworth Fellowship that launched at the Journalism Conference and I would like to get more involved. I am excited for the new mixer events upcoming including a ‘Tech Media Industry’ mixer with Female Entrepreneurs Worldwide (FEW) and more to come....

Highlights (active) of 2018/19

- Growth through Ideation: reviewing pricing/suppliers & helping grow FCC branded merchandise - I propose for 2019/20 board term joining the F&B & Finance Committee together so to further accelerate revenue potential.
- Input into the evolution of the F&B offerings: hosting/suggesting new wine dinners and as part of the wine group, to which we welcome new recruits!
- Supporting the FCC Green Agenda (practices and products for more eco/sustainable club)

- Growing member benefits; including Reciprocal Clubs
- Member Feedback: Part of the FCC Experience Survey (upcoming) ...
- Curating a trailblazer series of talks to commence in June...

Continuing/ New Inputs:

- Promote the FCC internationally and embody the spirit of the club from East-West, West-to East: growing reputation and recruitment
- Best practice initiatives at the club: staff motivation and reward
- Establish a set of broadly appealing wellbeing events for both men & women
- 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
- Further listen and embrace member’s feedback/ideas and encourage more involvement in committees. *Upcoming FCC experience survey...*

My Journey in the West & East...

British born and educated with a BA Hons in Public Relations - my passion is working with brands of great history and legacy. With 20 years in PR & Communications, I spent a decade at LVMH with the motto of my silent mentor; Madame Clicquot, who said of her wines: *“one quality only the finest”*. Prior to that I worked in corporate and consumer PR at Marks & Spencer during its rise and fall.

I landed in Hong Kong in 2011 and began consulting to Berry Brothers & Rudd, whilst single handedly establishing Hong Kong’s first PR Brand Genavieve.Co, launching brands from West-East/ East-West. Now seven years on and 50+ brand projects later I am enthused to share this network and expertise with the club.

With a strong background in F&B I will continue to add to the thirst and gastronomy of the club instilling great value for money and variety for all.

As an active social member of the club I am ready to continue my role on the board & see you for a drink soon. Thank you for your support.

Genavieve