

Benjamin Haslem of Wells Haslem Mayhew joins The Crisis Protection Network

CPN expands its network with a new member in Sydney, Australia

Zurich, February 10, 2020. The Crisis Protection Network (CPN), Zurich, an independent network of crisis management professionals from around the world, welcomes Benjamin Haslem, Managing and Founding Partner of Wells Haslem Mayhew Strategic Public Affairs, Sydney, Australia, as a new member.

"We're very pleased that Benjamin Haslem has joined the Crisis Protection Network. He brings more than 25 years' experience in media, corporate and crisis communications to our international group of experts," said CPN President Rainer Westermann, Westermann Advisors GmbH, Munich. "With Ben and his firm, we now have an impressive capability in Australia. Clients value our ability to work across markets, quickly and effectively," he added.

"I am excited to join an organisation whose members possess a wide and deep understanding of crisis and issues management and brand protection, across a broad geographical reach," Ben said.

"Wells Haslem Mayhew enjoys a heritage dating back nearly 30 years. Our team has helped many clients, across numerous industries, facing difficult issues and crises involving disparate stakeholder groups, from the media to government to employees," he added.

"I look forward to sharing that expertise with other CPN members and more importantly learning from such an impressive group of practitioners that make up the Network."

Ben has more than 25 years' experience in media, corporate and crisis communications, providing strategic public and government relations advice at the highest levels across the financial services, not-for-profit, pharmaceuticals, medical devices, healthcare, legal, resources, defence, education, construction and ICT sectors. Prior to establishing Wells Haslem Mayhew in 2012, Ben spent nine years at leading independent Australian public relations firm, Jackson Wells, most recently as director and CEO.

Ben possesses an acute understanding of both the mainstream media and strategic public affairs, having spent the best part of a decade working for The Australian newspaper – Australia's sole national broadsheet – in Sydney, Canberra and Melbourne before joining Jackson Wells in 2003. Ben holds a Bachelor of Arts degree in politics and psychology from the University of Sydney and a Graduate Diploma in Communication from the University of Technology, Sydney.

About the Crisis Protection Network

The Crisis Protection Network is an independent network of senior crisis professionals from all over the world, who share high-level expertise in crisis management and brand protection. Its experts use a proven approach and methodology, which they apply individually or in collaboration with other members of the network. The CPN team combines many years of experience working with multi-nationals, mid-sized corporations and SME's alike. Comprehensive services are offered in three main categories - Advisory Services, Intelligence & Research and Training & Education. The Crisis Protection Network is an Association under Swiss Law.

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