

BIOGRAPHY

Ian Westbrook

Head of Financial + Investor Communication, Hill+Knowlton



Hill+Knowlton is a global communications firm, headquartered in New York and with 86 offices around the world. It has been operating for over 50 years in Australia where it provides services in public relations, digital and social media communication, content and branding. This includes a specialisation in financial and investor communication, crisis management and campaigns to reach out to consumers, the media, investors and the investment community

Before joining Hill+Knowlton in 2014, Ian was principal of Westbrook Financial Communications which he established in 1987. The firm focused on financial public relations and investor relations, principally for stock exchange listed companies, and won several awards for excellence in financial and investor communication.

Previously Ian was an investment banker (Macquarie Bank) and an investment manager (Amev Life).

Ian has undergraduate degrees in Economics and Arts from the University of Sydney and a post graduate degree in applied finance from Macquarie University. He is a member of FINSIA (Financial Services Institute of Australia) and NIRI (National Investor Relations Institute, in the US).

For some years Ian has been a part time lecturer in the department of Media and Communications at the University of Sydney. He established and teaches a post graduate unit of study, Financial and Investor Communication (MECO6911, <http://sydney.edu.au/courses/uos/MECO6911/financial-and-investor-communication>), in the degree, Master of Strategic Public Relations.

Ian is the author of [Strategic Financial and Investor Communication: The Stock Price Story](#) (Routledge, Milton Park, Abingdon, Oxon: 2014).

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