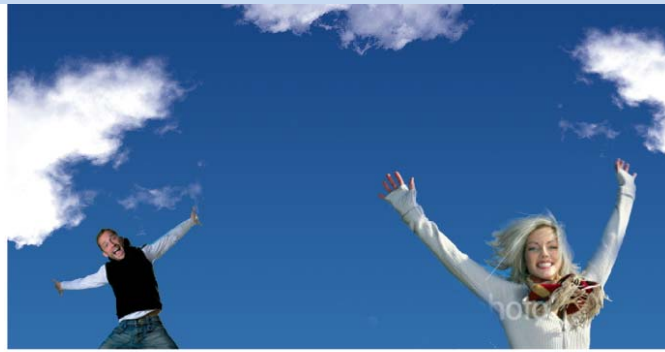


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**Zena Martin** - Lecturer

Zena is an international communications expert with more than 20 years of experience in the US, Europe and Middle East.

She is founder of **Acknowledge communications** for diversity communications consultancy.

Mrs Martin worked for global advertising agencies such as **Leo Burnett**, **DDB Needham** and **McCann-Erickson**, **WPP** agency in UK, she was in the board of directors of **Hill & Knolton UK**, Managing director of **PiranhaKid**, **Blanc & Otus UK** PR consultancy, **Firefly Communications** in Paris and Munich, **UniWorld Group**, where she led Diversity advertising accounts for blue-chip clients.

Zena has been a **Chartered Institute of Public Relations (CIPR) Excellence Awards** judge, for the Corporate Social Responsibility category. Active member of charity, **The Junior League of London, Places for People**.