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### **C|T GROUP EXPANSION**

The C|T Group (C|T) has recently expanded its operations into the Asia Pacific, setting up new offices in Hong Kong and Auckland. The complete range of C|T's services will be offered from these offices, confirming our commitment to a truly global offering.

"In response to the needs of our clients and growing demand for C|T's services, these new offices will boost our delivery capability in the Asia-Pacific and contribute to creating a truly global consultancy," said David Bell, Group Managing Director.

"This complements the longstanding professional services offering in Australia built around research based campaigns, corporate advisory and corporate intelligence."

Andrew Whitford is the newly appointed Managing Director of C|T Hong Kong and has over two decades of experience as a senior banking executive in North Asia and Australia.

Tim Hurdle commenced as Managing Director of C|T New Zealand in January 2019 and is based in Auckland. Tim has held senior positions in government and with major corporations in New Zealand and Australia.

Rachel Obradovic, a former senior media advisor to Foreign Minister Julie Bishop, has been hired to head up C|T Group's Canberra office. Rachel is a highly experienced media and government relations practitioner and will lead C|T's Canberra operations. Rachel's appointment follows the hire of Michael Turner earlier in the year as Head of Research for the Australasian research and campaigns operation.

These new appointments further enhance the range of experience and high-level skills the Group's team brings to its work on behalf of clients.

### **About C|T Group**

The C|T Group offers a world-renowned and unique one stop campaign shop including research, intelligence, communications campaigns, advisory, financial PR, digital engagement, creative execution and political counsel. C|T Group is headquartered in London and a team of over 100 international and multi-lingual staff operates from offices in London, Sydney, Canberra, Washington DC, Milan, Auckland, Dublin and Hong Kong.

**MEDIA CONTACT:** Nigel Blunden | [nblunden@ctgroup.com](mailto:nblunden@ctgroup.com) | +61 (0) 427 177 404

**Andrew Whitford**  
**Managing Director, Asia**

Andrew joined the C|T group in 2019, to establish and lead the firm's business in Asia based out of Hong Kong.

He has a deep knowledge, passion and understanding of Asia, in particular Greater China, coupled with strong financial services, regulatory, compliance and governance experience gained from a thirty year banking and professional services career.

Andrew is an experienced banking executive having worked in senior banking roles in Australia, United Kingdom, Mainland China and Hong Kong across both product, coverage and senior management roles.

More recently, he was the Chief Executive of the Hong Kong business of Westpac Banking Corporation and its Regional Head of Greater China. Prior to this role, he was in Shanghai for four years where he established the Westpac business in mainland China.

**Tim Hurdle**  
**Managing Director, New Zealand**

Tim is a highly experienced adviser and commercial consultant. He brings a range of experiences that will assist clients in the New Zealand commercial and government sectors.

He has a strong background in infrastructure advisory services as a previous GM of Strategy for a leading New Zealand infrastructure firm. He helped to develop their growth strategy and managed the firm's relationship with politicians, government agencies and departments.

Under the last National government, he was Senior Adviser to the third ranked Minister on Transport and Economic Development issues. He was closely involved in the government response and recovery from the Christchurch earthquakes. He also worked on significant private / public issues such as the New Zealand Convention Centre Network and the filming of "The Hobbit" movies in New Zealand. Previously, he worked in policy roles for organisations including IAG, the EU, and the UK and New Zealand governments, notably on WTO and trade policy issues.

He brings considerable expertise in campaign management, having designed and led successful campaigns across New Zealand for over twenty years in a range of spheres.

**Rachel Obradovic**  
**Director, C|T RSR (Australia)**

Rachel Obradovic has more than 15 years' experience in media, communications and government affairs. She has worked for senior federal and state government ministers, including providing strategic communications advice to Australia's first female foreign minister. As a government affairs professional, Rachel spent ten years working in the private sector representing industry and member organisations and some of Australia's largest corporates during her time at Deloitte.

Rachel has a Bachelor of Arts/Bachelor of Public Policy and Management (Honours) from the University of Melbourne and a Master of Communications (Public Relations) from Deakin University.