



## **Peter Reader**

### **Former Director of External Relations**

### **Portsmouth, Bath and Southampton Universities**

Peter Reader spent the whole of his career in higher education, largely in communications and marketing. He worked in six UK universities over a 40+ year career, including holding Director's posts at the Universities of Southampton, Bath and Portsmouth and, uniquely, led professional organisations in the UK, Europe and the Commonwealth. Peter has given numerous presentations in the UK and Europe, as well as in Australia, Barbados, South Africa, Canada and Japan, and has written a number of articles for the professional media. In addition to particular expertise in crisis management and communications, other professional interests include marketing strategy and reputation management.

Outside work, Peter was a school governor for 15 years, a qualified football referee and a swimming judge, and ran a taxi service for his three sons. They now return the favour.

