

ANDREW PURCELL

SCIENCE COMMUNICATOR

I worked as a science journalist for five years before transitioning into science communication. I am passionate about incorporating lessons from science communication research into my practices. I also use skills honed during my time as a journalist to ensure that communications campaigns are of high quality and efficiently target key stakeholders.

As a science communicator, I love having the opportunity to learn new things and to share this knowledge with others. I am motivated by making a positive impact on society and believe that science communication has a vital role to play in ensuring all people can share in “scientific advances and its benefits”, in line with Article 27 of The Universal Declaration of Human Rights.

CAREER HISTORY

2016-2023: CERN openlab Chief Communications Officer, CERN

For seven years, I have led the communications office for CERN openlab, a pioneering public-private partnership between CERN and leading technology companies, such as Intel, Google, Oracle, Siemens, and IBM. I work with senior communications specialists at these companies to ensure alignment on all communications activities related to our joint R&D activities and our education programmes. I also promote the CERN openlab model, both to potential new members and to key stakeholders (especially policymakers) from CERN’s member states.

On top of this, I oversee communications for the CERN Quantum Technology Initiative, which was born out CERN openlab in 2020.

In addition, I support the CERN Director-General and the Director for International Relations in communications related to IT. This includes preparing strategy documents, presentations, and speeches. For example, I was recently responsible for Director-General’s intervention at the Geneva Science and Diplomacy Anticipator Forum, where we announced the launch of the Open Quantum Institute.

I am also a key member of CERN’s Crisis Communication Group. In case of a crisis, I am responsible for managing CERN’s main social media accounts.

Key achievements:

- *Promoted collaboration opportunities, leading to CERN openlab 3x growth.*
- *Doubled applications to CERN openlab’s summer student programme.*
- *Successfully demonstrated marketing value of participation in CERN openlab to our largest industry supporter, preventing them from pulling out (received award for exemplary service for this in 2017).*

2021-2022: IT Department Lead Communications Officer, CERN (Cover)

For eight months, I was brought in to take care of special communications projects for the CERN IT department, which was then under new leadership.



CONTACT

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EDUCATION

MSc Science Communication
Imperial College London, UK
2010 - 2011

BSc (Hons) Biology
University of York, UK
2004 - 2008

LANGUAGES

English: mother tongue
German: C2
French: C1

KEY COMMS SKILLS

Strategic comms planning
Content production
Editing and subediting
Speechwriting
Social media campaigning
Media relations
Crisis communications
Technical reporting
Event organisation
Event photography
Engaging policy makers
Building bridges with business

EXAMPLES OF WORK

Please visit my website:
andrew-purcell.com

RECENT ACHIEVEMENTS

Headline speaker at 15 Seconds Festival in Graz in June 2023

Joint winner of 2022 CASE "Circle of Excellence" Gold Award for CERN Alumni Second Collisions event

"Outstanding" grade in May 2022 annual appraisal

Prepared CERN DG's intervention at WEF event in Davos in 2022

CERN IT dept special award for exemplary service in January 2022

IT SKILLS

Social media management

Web design

Content management systems (Drupal, WordPress, and more)

Web statistics and media monitoring

Photo editing

Advanced skills with Microsoft Office

Programming in C

RECENT TRAINING

Crisis communication

Internal communication

Global relevance in science communication

Justice, equity, diversity, and inclusion in science communication

VISA

Although a UK citizen, I will be granted a French post-Brexit residence permit upon cessation of my contract at CERN (having exercised my freedom of movement prior to 01/01/2021).

I am also the spouse of an EU citizen.

I was responsible for both internal and external communication, working directly with the head of department to establish new procedures to fully capitalise on the opportunities provided by the department's new structure.

Key achievements:

- *Led communications campaign for new CERN Data Centre.*
- *Secured buy in from key stakeholders for new department strategy.*
- *Successfully communicated closure of CERN's project to replace all Microsoft software used at the Organization, minimising reputational damage from major public U-turn.*

2012-2016: Editor-in-Chief, International Science Grid This Week

International Science Grid This Week (iSGTW) was a large, EU-funded publication. Although based at CERN, I reported to the European Commission in Brussels and was responsible for managing a news team spread across the UK, the Netherlands and the USA (funded by the US National Science Foundation).

Key achievements:

- *Doubled traffic to the iSGTW website.*
- *Increased number of subscribers by over a third.*
- *Successfully rebranded the publication to The Science Node, helping to ensure a secure future for the next five years.*

2015: IT Department Communications Officer, CERN (Cover)

For nine months, I provided maternity cover as a communications officer in the CERN IT Department.

Key achievements:

- *Founded CERN openlab social media channels (grown to over 20k).*
- *Established new series of open day "in-reach" events for CERN community.*

2010-2012: Journalist, New Scientist magazine and others

I worked on the news desk for New Scientist magazine for over a year, following an internship there.

Key achievements:

- *Over 50 bylines for New Scientist in print and online.*
- *Won Royal College of Science Union's science writing competition in 2011.*
- *Freelanced for publications including Climate Action, SciDev, Gizmodo.*
- *Did freelance science communication work for the UK Medical Research Council and The UK Campaign for Science and Engineering.*
- *Was editor of Imperial College's award-winning science magazine.*

2007-2010: Early career, various

I worked as a plant ecologist at the University of Bayreuth for six months and then worked for almost two years designing and running courses in business English in the Upper Franconia region of Germany. I also worked in web design while in Germany. In addition, I wrote for several local papers in my home region of the UK.

Key achievements:

- *Research paper published in Acta Oecologica.*
- *Became fluent in German (I was also an Erasmus student).*