



## TRUE NORTH STRATEGIC ADVISORY FIRM LAUNCHED

Two of Scotland's most highly regarded strategic communications professionals have today (Friday, July 15) formally launched True North, a new strategic advisory firm headquartered in Aberdeen and supporting organisations across the UK.

Geoff Aberdein and Fergus Mutch have formed a partnership specialising in public policy insight, advocacy expertise and impactful communications strategies for a range of businesses and organisations, particularly those navigating the transition towards net zero.

Geoff Aberdein is former Global Head of Public Affairs, Policy and Campaigns at abrdn plc and former Chief of Staff to the First Minister of Scotland. Fergus Mutch is the former Head of Communications and Research for the SNP. The two Managing Partners are joined by Aileen Easton, a respected communications expert with a background in government communications and national newspapers, as Chief Corporate Affairs Adviser.

Lending his considerable insight as the partnership's Business Ambassador is Martin Gilbert, co-founder and retired CEO of Aberdeen Asset Management and presently chairman of AssetCo, fintech company Revolut, Aberdeen's Net Zero Technology Centre and Scottish Golf. Martin will play a key role in identifying opportunities for True North to grow.

True North is headquartered in Bon Accord Square in Aberdeen with established networks across industry, media and government. The company already supports several partner organisations working at the vanguard of energy transition, financial services and food and drink innovation. Clients include **ETZ Ltd**, a not-for-profit private sector-led company, chaired by Sir Ian Wood, spearheading the development of a globally recognised net zero cluster in the North East of Scotland; **Opportunity North East**, a private sector catalyst driving economic diversification in food and drink, tourism, life sciences and digital; **Aberdeen & Grampian Chamber of Commerce**, Scotland's largest business membership body; and **Scottish Financial Enterprise**, the representative body for financial and professional services across Scotland, led by Chief Executive Sandy Begbie CBE.

### **Geoff Aberdein, Managing Partner, said:**

"True North is already making positive change happen for a number of organisations and I'm delighted that, by launching this partnership, we are in a position to grow the business as well as the scale of support and services we offer to enhance our clients' profile and reputation.

"Many businesses are seeking expert advice and guidance in navigating the policy and communications landscape through a crucial period of economic recovery and the transition to a low carbon economy. True North has the team and expertise in place to support them in identifying and maximising the opportunities as part of this process."

### **Fergus Mutch, Managing Partner, said:**

“Geoff and I have worked closely together for many years, on high-profile campaigns and media strategy. We share a keen focus on getting the best outcomes for our clients and their teams. Embedding ourselves in organisations to deliver maximum lasting impact is fundamental to the True North approach.

“We’re both proud of our North East roots, and understand the leading role our home city is already playing in the net zero revolution. But we share a broad international outlook, through established connections in the global energy, finance and food and drink sectors.

“We’re excited by what the future holds for True North, eager to work with new partners as we grow and will be actively building capacity in our team in the months ahead.”

**Martin Gilbert, Business Ambassador, said:**

“True North brings together the best in the business. I know Geoff and Fergus well, having worked with them both over a number of years.

“They offer a deep knowledge of policy and communications, they’re effective operators and have a proven track record in getting things done.

“Between them, Geoff and Fergus know everyone and everything there is to know in the worlds of business, media and politics. They will add significant value to many organisations and I’m delighted to support them in growing their business.”

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