

# Peter York joins Editorial Intelligence

## Contacts:

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Editorial Intelligence ([www.editorialintelligence.com](http://www.editorialintelligence.com)) is delighted to announce that one of the country's leading strategic researchers, Peter York, is to become a shareholder and Associate of e.i. He will play a leading role in **eiZeitgeist**, the company's growing opinion former analysis and publishing arm.

The timing coincides with the launch of three other ei initiatives: The launch of the first ever *Comment Awards* to reward the best in commissioning and writing, online and offline, of the Commentariat ([www.commentawards.com](http://www.commentawards.com)); the second annual thought leader symposium *Names Not Numbers* at Portmeirion. (<http://namesnotnumbers.com>) in association with the Cass Business School, Edelman, Financial Times, Jaguar Land Rover and the Reuters Institute for the Study of Journalism; and the launch of a branded *eiTV* channel on YouTube featuring interviews with key commentators and opinion formers.

Julia Hobsbawm, Founder and Chief Executive of e.i says:

“Peter is a tremendous addition to our business. He has an illustrious track record in a range of research and thought leader projects, which will add huge value to the projects we have planned for **eiZeitgeist**. Plus, of course, we welcome his verve and panache.”

Peter York says:

“I have watched Editorial Intelligence grow in just under five years to become a significant and stylish force in media and current affairs which consistently captures the zeitgeist with its range of publishing and events. They are clever and classy”.

Charles Stewart-Smith, Chairman, comments:

“Peter York makes a very welcome addition to the business, political, media, academic and social expertise at e.i. Through **eiZeitgeist** we will continue to capitalise on our extensive database of opinion formers and commentators to provide bespoke research and events for our blue chip and public sector clients alike.”

ENDS

Notes to Editors: See Over...../

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### Chairman

Charles Stewart-Smith

### Board

Charlie Burgess  
Julia Hobsbawm  
Neil Stewart  
Derek Wyatt MP

Notes to Editors:

1. Editorial Intelligence – **ei** – is the media analysis and networking business that coined the phrase ‘Commentariat’ to describe the increasingly influential world of comment and opinion.
2. Peter York is also known as Peter Wallis, who was co-founder of the influential management consultancy SRU with Lord Stevenson. He is a Non-Executive Director of Galiform plc, a Board Trustee of Arts & Business and is on the Tate Members’ Council. As Peter York, the writer, author and broadcaster on social styles and trends he writes a weekly column for the Independent. His latest book (his eighth) ‘Cooler, Faster, More Expensive – The Return of the Sloane Ranger’, co-authored with Olivia Stewart-Liberty, was published in October 2007. His latest BBC documentary, ‘The Rise and Fall of the Ad-Man’, was shown on BBC2 in June 2008. He is a Visiting Professor of the University of the Arts London.
3. **ei** events include the successful ‘virtual club’ Insight Club which puts on over 20 events per annum including the “Thought for the Day” breakfast forums with Cision; the Business Panels with Cass Business School and the “Media Today, Media Tomorrow” series with Edelman and the Reuters Institute. Recent event partners include Sky News.
4. Recent speakers at **ei** events have included Kit Malthouse, Deputy Mayor of London; Catherine Meyer, Bureau Chief of TIME; Damian Green MP; Trevor Phillips, Baroness Helena Kennedy QC, Anne McElvoy of the London Evening Standard and Jonathan Isaby of Conservative Home.
5. Recent and forthcoming publications include ‘The Credit Crunch Commentariat’ published in association with Cass Business School and The Bank of New York Mellon, and ‘*we are* Names Not Numbers’ featuring Simon Schama, David Smith of Jaguar Land Rover, Suzanne Moore of the Mail on Sunday and Stefan Stern of the Financial Times.
5. Bespoke stakeholder analysis such as the bulls-**ei** opinion former lists are produced for any client wishing to add value to in-house resources with our external editorial intelligence.
6. Full details of the Comment Awards, chaired by Sir Christopher Meyer, will be announced on 24<sup>th</sup> June.
7. The **eiDaily Digest**, a direct-to-desktop and PDA digest of the top comment stories of the day, is available as a standalone subscription. [www.editorialintelligence.com](http://www.editorialintelligence.com).



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