

Pauline Foster

Pauline began her career in communication in the eighties in the busy publicity department of Guild Home Video, the leading independent video distribution company at that time. Although the emphasis then was very much on achieving column inches in the press, the need to keep the national sales force up-to-date was equally important.



Her experience over the years, in companies of all sizes, agency and client-side, and across a variety of industries, has built a thorough understanding of the importance of communication as a vital business discipline.

Since establishing pfkcreative in 1999, Pauline has built relationships with many clients, in transport and logistics, retail, the public sector, financial services, and manufacturing.

Having recently completed the Kingston University Post Graduate Diploma in Internal Communication Management, Pauline also holds the CIM Diploma in Marketing.

Pauline has received a number of awards for her work over the years, including the 'Truly Outstanding Performer' Award from PPP Healthcare; the 'Making it Happen' Award from Thomas Cook and an award from NCH for her work on Thomas Cook's fundraising campaign, where she led the company to exceed its £125,000 target and achieved the business objective of breaking down barriers.