



Neil del Strother – managing director of TransWrite Ltd.

Overview

I've been MD of TransWrite since 2003, working mainly on change management projects for consultancies in the corporate and public sectors. In particular, I have written about major government projects in the education sector and in the full range of other services – universal, targeted and specialist – that support children and young people.

I have written and edited a huge variety of articles, guides, packs, toolkits, newsletters, speeches, case studies, video scripts, and so on. I have also recently edited a book on change management and public service reform.

Prior to this I was a freelance writer and editor for more than 10 years. I wrote about a wide variety of subjects for businesses, PR and marketing companies, and newspapers and magazines.

Example experience with TransWrite

- Lead writer/editor with the London Leadership Strategy, an education consultancy
- Writer for the wider workforce, CPD, remodelling and marketing teams at the Training and Development Agency (TDA)
- Lead writer/editor on a pilot project helping further education colleges to fully capitalise on changes in their funding
- Editor of a book about change management in the public sector for consultancy Creating Tomorrow
- Working on a range of projects, including writing and editing most of the scoping materials for a potential horseracing world cup
- Writer/editor for consultancy the National Remodelling Team and for Consulting Strategies Limited: This work included writing and editing:
 - Targeted Youth Support (TYS) materials: e.g. I was lead writer of the TYS online toolkit, the TYS guide and many other TYS materials
 - National Agreement materials: e.g. I was lead writer on the PPA, cover and work/life balance packs, and editor of the work/life balance DVD

Previous ten years

Freelance writing work, including: articles for magazines and newspapers; writing for PR companies, particularly business PR – covering the UK, central and eastern Europe, Russia, India, North Africa and the US (my articles were usually by-lined by senior managers); writing for marketing companies, predominantly below the line, and for NGOs

Prior to writing

Three years as director of a headhunting company - ARC. My work included:

- Interviewing and placing sales people
- Co-managing 15 in-house sales people

Qualifications

MA journalism (distinction), Dip Psych (first equivalent)

Other relevant work / skills

Creative writing tutor; local press work. I also work half a day a week as a Journey therapist, helping people work through serious trauma

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