

## **News Release Tuesday 6 Oct 2020**

### **The Global Steering Group for Impact Investment (GSG) appoints Lynn Nicholson to newly created Head of Communications role**

The GSG today announced the appointment of Lynn Nicholson as Head of Communications to develop and lead the movement's global communications strategy, aimed at raising the profile of impact investment and the impact economy across the world.

Lynn brings over 15 years of experience in communications, marketing, and investor relations to the role. Prior to joining GSG, she was Communications Director at Invest Europe, the association for the European private equity and venture capital industry in Brussels. During her time at Invest Europe, Lynn helped enhance the association's positioning with policymakers, press and the private equity industry through strategies including new digital launches, high-profile events such as Invest Week, and revamped member communications.

*"We are delighted to welcome Lynn into the newly created Head of Communications role at GSG," said GSG CEO Cliff Prior. "Lynn has extensive experience developing communications strategies and creating content that generate real impact. Her track record of working in a member-driven organisation combined with her business and financial services background make her a valuable addition to the team."*

Before joining Invest Europe, Lynn was Director, Communications and Marketing, at Brussels-based tech start-up B2Boost, supporting the company's rollout of its data and analysis services for ecommerce. She also held roles in corporate finance advisory at Deloitte and investor relations at Lloyd's of London.

A joint British and Belgian national, Lynn holds a bachelor's degree in political sciences from Université Catholique de Louvain in Belgium and is fluent in both French and English.

#### **Notes to editors**

#### **Contact for media enquiries**

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#### **About GSG**

The Global Steering Group for Impact Investment (GSG - [www.gsgii.org](http://www.gsgii.org)) is an independent global steering group promoting sustainable development and advancing education in impact investment. The GSG was established in 2015 as the successor to, and incorporating the work of, the Social Impact Investment Taskforce established under the UK's presidency of the G8.

The GSG's National Advisory Boards (NABs) currently cover 33 countries. It has established strategic partnerships with leading global organisations such as UNDP and the Impact Management Project. It is an organisation of over 500 senior people, chaired by Sir Ronald Cohen, which brings together leaders from the worlds of finance, business, government, social organizations, and philanthropy.

The GSG, a British charity, aims to bring solutions to social and environmental challenges through education by spreading the use of impact approaches in making philanthropic, business and investment decisions.