



Charles Rycroft is a man for all seasons with an infectious enthusiasm for finding creative solutions to vexing problems. He has been a writer, journalist, photographer, video documentary-maker, corporate communications expert and now is with IWNC in Beijing as a Principal Consultant.

Charles sees his own greatest achievement as building and nurturing some of the happiest and most productive communication and fundraising teams in UNICEF— teams which many other colleagues sought (and fought) to be part of. UNICEF's global Head of Training described Charles as “a world class trainer and certainly the finest facilitator who never worked for the UNICEF Training Section.”

Charles applies his experience with leading multicultural teams and facilitating management training to designing and delivering program solutions and providing executive coaching.

Charles worked for more than 12 years as a Communication Chief with the United Nations Children's Fund (UNICEF) where he led the strategic integration of information and media functions with corporate partnership building and fundraising in both Indonesia and China. He previously worked with UNICEF for eight in Bangladesh and Burma (Myanmar).

A native of the UK and a Law/Sociology graduate from Durham University, Charles's second working language is Italian though he continues to struggle with Chinese, after spending over ten years in Beijing.

Achievements

- Negotiated and maintained a network of alliances in the worlds of sports, entertainment, media, PR and advertising -- including Saatchi and Saatchi and Ogilvy—all working for children and for free. Led the UNICEF negotiating team that developed the "Driving Dreams" partnership with AUDI, which contributed over USD600,000 to UNICEF in two years.

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