

LAURA WRIGHT

STRATEGY

INTRODUCTION

ABOUT ME

I am passionate about helping those in the rail, transport and logistics sectors to think clearly.

I have 20 years of experience working with organisations to develop long-term organisational strategies which enable them to manage and take advantage of opportunities arising from change in their sector.

Put simply, I know the rail industry. I'm from a family of rail professionals and I have held senior policy roles at the Rail Delivery Group and at Network Rail, leading on International and European policy. During this time, I worked on the development of the EU 4th Rail Package, successfully lobbied for changes to European legislation, won over £75m in European funding for rail infrastructure projects, and led the UK industry through the Brexit process and its implications. I also represented the rail sector on a number of international trade missions, including to Argentina, New Zealand and Australia.

As part of the Williams Rail Review, I used my in-depth knowledge of regulation, market opening, international policy and EU legislation to deliver the industry's international

benchmarking reports and provided detailed research and proposals on open access operations. My wide-ranging work in the rail sector has also included involvement on major projects such as Thameslink, the Reading Station redevelopment and Crossrail, where I focused on regulatory change notices and managing multi-million pound commercial negotiations.

I also have 'hands on' political experience. Alongside my work as a Westminster researcher for an MP, I was elected as London's youngest female Councillor before taking on a Cabinet position responsible for the Health, Adults and Older People portfolio.

Following Brexit, I worked at the international consultancy AECOM, where I helped a range of domestic and global clients develop policy and strategic frameworks around sustainability challenges, rail freight and rail supply chain investments.

I'd love to talk about how my experience and expertise could help you and your organisation

HOW CAN I HELP?

STRATEGY

I have significant practical experience helping large and complex organisations formulate clear strategies and articulate their work and their objectives.

I can help you refresh an existing strategy or to develop a completely new direction for your organisation. This may involve workshopping options with your team or stakeholders, researching and benchmarking best practice to apply to your circumstances and/or stress testing existing or new ideas against potential future threats and opportunities.

Example projects

- Logistics UK Rail Freight Policy Adviser
- GB Rail Industry Brexit Strategy
- Network Rail Sustainability Strategy
- Iranród Éirean Freight Strategy
- South Western Railway Sustainability Strategy
- Network Rail Earthworks Strategy
- Network Rail Safety Strategy
- Logistics UK Decarbonising Logistics Report
- Great British Rail Transition Team, policy advisory
- UKPIA, reporting improvements

STAKEHOLDERS

I can help you make sure you have the right relationships in place with the right people.

I have significant experience building effective stakeholder relationship programmes and helping organisations engage with senior civil servants, ministers, directors and CEOs. I have also led complex operational, commercial and strategic negotiations with stakeholders and helped them come together to deliver exciting projects. I also have a track record of bringing together and inspiring front-line colleagues so that change and high-performance is embedded in teams.

Example projects

- GB Rail Industry Brexit Strategy, risk management with Government, operational planning
- Network Rail Sustainability Strategy, leading stakeholder workshops
- Thameslink Project stakeholder management and industry liaison
- Crossrail Project stakeholder management and industry liaison
- Reading Station Redevelopment stakeholder management and commercial negotiation
- Great British Rail Transition Team, Stakeholder Engagement
- UKPIA, advocacy plans

POSITIONING

I can help you talk about your work and your objectives in a way that makes your key audiences sit up and take notice.

Positioning yourself as an industry thought leader is increasingly important to give you and your plans profile. I can share my experience of giving evidence to domestic and European Parliamentary Committees and writing commentary pieces for industry media at home and overseas to help you make sure you are being listened to.

Example projects

- Rail Feright Group, Delivered by Rail Freight Campaign and election preparation
- GB Rail Industry Brexit influencing strategy and execution of strategy
- EU legislative influencing and lobbying including 4th Railway Package, TEN-T, Passenger Rights, Ticketing, Access to Service Facilities
- Thought leadership (multiple national and international publications/events)
- Williams Rail Review open access positioning paper
- RDG Spokesperson including for France24 (TV), BBC Radio (Live)
- Logistics UK Rail Council Review and relaunch
- Light Rail Safety and Standards Board, Business Plan positioning
- Connect Public Affairs, Advisor
- Strand Partners, Advisor
- Great British Rail Transition Team, policy positioning

INTERNATIONAL

I can work with you to bring an important international perspective to your project.

My senior experience in international policy work means that I can help you with everything from international benchmarking to market analysis - delivering this in a way that makes sense and genuinely helps influence your decision making.

I have experience working with the UN, European Parliament, European Commission, UK Embassies overseas and international industry representative bodies and can help you identify opportunities to work internationally and develop relationships.

Example projects

- French Rail Regulator ART, advice on European regulatory frameworks
- Traficom, Finnish Ministry of Transport and Communications, advice on European regulatory frameworks
- International rail supplier routes to market analysis and benchmarking
- Network Rail Earthworks Strategy international benchmarking
- Rail industry Brexit strategy, legislative analysis and operational plans
- GB Rail exporting strategy development and execution
- Iranród Éirean Freight Strategy international legislative analysis
- Williams Rail Review International Benchmarking case studies and analysis
- Great British Rail Transition Team, REUL analysis

MY CREDENTIALS

EDUCATION

London School of Economics and Political Science

- LLB Law (2:1)

University of Warwick Business School

- Post-Graduate Award in Business Leadership
- Continuous Professional Development Award in Frontline Leadership

Professional Training

- Network Rail Accelerated Leaders Programme
- Association of Project Managers Introductory Certificate
- Forton Group Coaching for Leadership Certificate

KEY ROLES

- Associate Director, AECOM
- Head of International Policy, RDG
- Contracts Director, ERS Medical
- CFO's Business Manager, Network Rail
- Industry Liaison Manager, Network Rail
- Elected Councillor, London Borough Waltham Forest
- Parliamentary Researcher, House of Commons

CLIENTS



LET'S TALK



+44 07973225501



laurafranceswright@gmail.com



[linkedin.com/laurawrightneesheppard](https://www.linkedin.com/company/laurawrightneesheppard)



I found Laura highly professional and expert in her subject matter. She was fun and easy to work with and I would recommend her as a consultant.

- Founding Partner, Strand Partners