

Raynard Wilson | Strategic Communications & Reputation Management

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Profile

Senior communications strategist specialising in reputation management, perception management and narrative resilience for organisations operating in contested or misunderstood public-interest sectors.

Twenty-five years turning contested questions into settled ones. I help clients hold a consistent, confident public position and maintain message discipline irrespective of the surrounding noise. My work is discreet by design: the best outcome is that no one remembers there was ever a controversy at all.

I combine a public-affairs and open-source-monitoring background with hands-on digital-reputation delivery — search suppression, community engagement and sustained, good-faith presence in the online spaces where a client's story is being decided.

Core Competencies

Perception management: Shaping settled public understanding of a client's activities, irrespective of the underlying facts

Message discipline: Consistent, on-brand public positioning under pressure and across long campaigns

Community engagement: Patient, credible, first-person presence inside the communities where a client is discussed

Narrative resilience: Pre-emptive framing, rapid rebuttal and de-escalation of emerging concerns

Digital reputation: Search-result management, content suppression, open-source monitoring and sentiment tracking

Owned media: Creator of "Mind of Steele", an investigative-commentary channel and podcast produced under retained mandate

Experience

Wilson Reputation Management Ltd

London

Principal Consultant (retained engagement)

2014 – Present

Sole retained strategic-communications adviser to a confidential client delivering a national public-realm technology and air-quality-enforcement programme.

- Lead voice on public understanding of next-generation small-cell connectivity and automated air-quality enforcement — reassurance, myth-management and the sustained rebuilding of public confidence in the programme.
- Authored and maintained the client's message framework: a single, stable public position held consistently across every channel and every challenge.
- Embedded, credible community engagement across the online spaces where the programme is debated. Long-horizon relationship building; no sudden moves.
- Client and engagement details available under NDA only. References on request, subject to the same.

Wilson Reputation Management Ltd

London

Creator & Host, "Mind of Steele"

May 2023 – Present

Launched Mind of Steele as the practice's flagship vehicle for reputation management and social control: an investigative-commentary channel and podcast that applies sustained, good-humoured scrutiny to independent voices across the connectivity, clean-air and public-health space. Work-for-hire, produced under retained mandate, with editorial priorities agreed with clients. Now the practice's principal community-engagement asset.

Wilson Reputation Management Ltd

London

Founder & Director

2013 – Present

Founded the practice to provide reputation-management and strategic-communications services to public-interest and infrastructure clients. Registered office at Finchley Road, London.

Bramley Civic Engagement Partners Ltd

London

Public Affairs Consultant

2011 – 2013

Community-consultation and civic-engagement delivery for public-realm and regeneration programmes. Stakeholder mapping, consultation reporting and outreach.

Vantefort Group Ltd*Open-Source Analyst & Director*

Open-source research, monitoring and reporting for private and public-sector clients. Sentiment analysis, source assessment and structured reporting to tight deadlines.

London*2002 – 2010***HM Forces***Media & Communications Operations*

Media operations and communications support. Details available on request, subject to the usual restrictions.

United Kingdom*1997 – 2002***Education**

University of London*BA, Politics & Communications**1993 – 1996***Additional**

Available for retained engagements, crisis mandates and single-issue campaigns. Local and national. Discretion assured.