

Nathan named among rising stars of the PR world

A CORNISHMAN working in the corridors of power at Westminster has been voted one of the rising stars of the PR world.

Nathan Hollow, one of the country's leading healthcare PR specialists, has been recognised as Young Communicator of the Year.

Nathan, who works for Westminster-based PLMR, was given the award by leading industry body Public Relations Consultants Association.

The prize recognises the country's leading communications professional under the age of 30.

Born and raised in Paul, near Mousehole, Nathan joined PLMR's London team as an intern in 2011 after 20 years in Cornwall.

He was educated at Truro College and Humphry Davy School in Penzance, and gained experience working for former St Ives MP Andrew George.

In a relatively short career, his successes already include securing reforms to NHS recruitment guidelines and leading a campaign which secured nearly £2 billion a year of extra revenue to fund social care services.

He also played a significant role in winning PLMR's first FTSE 100 listed clients, Centrica, and pharma-giant RB.

Nathan said his Cornish roots were put to good use when talking Centrica round and helped promote their Cornwall Local Energy Market project.

This latest award caps a stel-

lar 12 months for Nathan, who also picked up the Best Issues Management Award at the 2017 CorpComms Awards in London for his work for Bowden-Derra Park, an independent care provider in Polyphant.

The account director and head of health and social care at PLMR, said: "It's a long way from Cornwall to Westminster but I'm proud to represent the county and couldn't have wished for a better place to grow up.

"Cutting my teeth in the cut-throat world of Cornish local politics gave me a great foundation to help build my career. I did a lot of work for the Yes campaign in the 2011 Alternative Vote referendum - it was a hard-fought battle and you needed to develop a thick skin."



◆ Nathan Hollow, of London-based PLMR