



Embargo: 00.01hrs Monday 19 May '08

Media Information

Enlightened Fellows See Value of Business Development

The Royal Society of Edinburgh (RSE) is very pleased to announce that it has engaged the services of Gordon Adam as its first Director of Business Development. This new, key role is designed to identify project opportunities and increase the Society's recurrent income for public-benefit activities. These currently include awarding over £2 million to Scottish-based academics and entrepreneurs, including the highly successful Enterprise Fellowships programme, and facilitating international exchanges. Strategic partnerships with bodies such as Lloyds TSB Foundation for Scotland and the Gannochy Trust also enable the RSE to fund life-improving research and to recognise outstanding innovation of benefit to Scotland. Upon taking up his new role at the RSE on 19 May, Mr Adam will develop the Society's relationships with public, private and charity sector partners who share the RSE's commitment to enhancing Scotland's scientific and cultural wellbeing.

The Chief Executive of the RSE, Dr William Duncan said:

Gordon Adam has a wealth of experience in the Scottish business world and I am delighted he is joining us. His role in developing new project opportunities and enhancing existing activities will be pivotal to our ability to provide a greater range of sustainable public benefit activities in the future.

A former Director of the respected *Scottish Business Insider* magazine, Gordon Adam has 20 years' experience in the media industry. In the new post, which is part-time, Mr Adam will draw upon his expertise in revenue-generation, having held senior management positions within the advertising departments of several Scottish newspapers. In 2006 Gordon Adam launched the marketing and communications agency, Axis360, in conjunction with the Glasgow-based database and distribution specialist, Axis Media. As the company's Managing Director he developed strong business relationships with key partners including News International, Holyrood and The World Association of Newspapers.

Gordon Adam said:

I am delighted to have been given the opportunity to work with such a respected and historic institution as the RSE. I believe my knowledge and past experience can help the Society to find new ways to grow revenue streams and build commercial partnerships within both the private and public sector.

Notes for Editors:

About the RSE

The Royal Society of Edinburgh (RSE) is an educational charity, registered in Scotland. Independent and non-party-political, our wide-ranging educational activities include:

- Organising lectures, debates and conferences
- Conducting major independent inquiries
- Providing educational activities for school students throughout Scotland
- Distributing over £2 million to top researchers and entrepreneurs
- Showcasing to the World the best of our research and development

- Increasing two-way international exchanges
- Encouraging, promoting and rewarding excellence
- Offering state-of-the-art conference facilities
- Publishing internationally respected learned journals

The RSE was founded in 1783 by Royal Charter for the “Advancement of Learning and Useful Knowledge”. It is regarded as Scotland’s National Academy of Science and Letters. Today it has around 1400 Fellows whose expertise encompasses the full spectrum of the sciences, medicine, engineering and technology, education, law, the arts, humanities, social sciences, business, industry, the professions and public service. This multi-disciplinary perspective makes the RSE unique amongst the United Kingdom’s learned societies. It is funded by a range of carefully selected charitable, public and private bodies. Its mission today is providing public benefit through the advancement of learning and useful knowledge.

The Royal Society of Edinburgh, Scotland's National Academy, is Scottish Charity No. SC000470.

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