

# Louise Gould

## Communications Specialist

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Louise Gould is a marketing and communications professional who has centred her career around technology-based organisations. She joined the Faraday Institution after 5 years as Marketing Communications Manager at the renewable fuels company Velocys. There she was responsible for all marketing, communications and brand activities for this pre-profit, publicly-listed company as it endeavoured to commercialise its proprietary technology by developing biorefineries in the UK and US to convert waste sources of carbon into sustainable fuels. Her role included formulation of communications strategy with C-suite executives, as well as the operational delivery of projects across messaging development, stakeholder management, PR, annual reporting, events, naming and branding, social media strategy and website development.

Prior to joining Velocys she served as Marketing Manager for an equipment manufacturer serving the print industry. She was also Product Manager for one of Oxford Instruments' range of low temperature sample environments used for spectroscopic techniques that sold into research institutions worldwide. She started her career as a scientific consultant and project manager at AEA Technology, who was also based at Harwell Science and Innovation Campus.

Louise graduated from the University of Cambridge with a BA in Natural Sciences (Chemistry) and holds an MSc in the Chemistry of Advanced Materials from the University of Manchester Institute of Science and Technology (UMIST).



### Contact

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