

Porter Novelli (Melbourne) has brought on two new consultants, as the agency expands to meet growth from existing clients and a number of new client wins. Ted Woodruff and Patrick McClelland have started at Account Executive level, bringing with them a diversity of skills and experience to add to the Porter Novelli team. Ted has a Bachelor of Science from La Trobe University and a Bachelor of Arts/Public Relations from Deakin University. He has spent time with a number of agencies, including Greenroom PR, PR Edge and Royce Communications, as well as working with the Australian Cricket Board and the Channel Nine publicity department. Patrick McClelland completed a Bachelor of Arts and a Graduate Diploma of Management at the University of Melbourne, then worked and travelled through Europe and South East Asia. In London he worked as International Marketing Assistant for Electronic Arts', and on return to Australia completed a three month internship at Royce Communications before moving to Porter Novelli. Porter Novelli Melbourne General Manager, Peter Kent, said the pair boosted existing teams working across consumer, public affairs and government clients, which had shown strong growth in the start to 2005. He said the agency was a cautious recruiter, and sought candidates who offered a diversity of professional and life experience, and the ability to bring insight to client needs.