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Election of Sheriffs

Thursday, 24th June 2010

Candidature of

RICHARD SERMON MBE

45 Andrewes House, Barbican, London, EC2Y 8AX

May 2010

To the Liverymen of the City of London

My Lords, Ladies and Gentlemen,

Encouraged by many friends in the Livery, the City and the Court of Common Council and supported by the Master, Wardens and Court of the Worshipful Company of Wheelwrights, I offer myself as a candidate for the High Office of Sheriff of the City of London at the Election to be held in Common Hall at Guildhall on Thursday, 24th June 2010 at 12 noon.

Educated at Nottingham High School, I later qualified as a Chartered Secretary. After an early career at Crest Hotels, I co-founded Shandwick Consultants in the City of London and over a 17 year period helped to build a global market leading public relations business. In 1996 I formed my own consultancy practice. For over 30 years I have specialised in financial communications, reputation management, corporate governance and the promotion of inward investment and international trade. I have managed businesses in the UK and throughout Europe and worked with banking, corporate and governmental clients on the ground in the USA, Africa, China, India, Japan, Kazakhstan and Russia - all still key markets for the City.

I have served as senior independent director of a FTSE 250 company and as a non-executive director of AIM listed and private companies. I am currently a non-executive board member at The UK Defence Academy, Chairman or director of a number of private UK and US companies and a Visiting Professor in Corporate Governance at Cass Business School. I am a trustee of several charities, Chairman of The Home Improvement Trust and Joint Honorary Secretary of The City and Guilds of London Institute of which I am an Honorary Fellow. After twelve years as Chairman of London Youth I received an MBE in the 2010 New Year Honours List 'for services to young people'.

In 1963 I was apprenticed to the Master Wheelwright, Sir Murray Fox GBE who later served as Lord Mayor. I was admitted into The Wheelwrights' Company in 1969 and served as Master in 2000/01. I joined The Chartered Secretaries' and Administrators' Company in 1978 and as Master in 2006/07 I was involved in establishing The Financial Services Group of Livery Companies. I am a Governor of The City of London School for Girls, a Board Member of the London Chamber of Commerce and Industry, a member of The Royal Society of St George, the City of London Club, the City Livery Club, The Walbrook, the Ward Club of Cheap and a Churchwarden of St Mary-at-Hill.

My wife Rosemary participates wholeheartedly in our City life and is also a member of The Ward Club of Cheap. She has a longstanding interest in art and literature and we are both keen theatre-goers. Married in 1970 we have an adult son and daughter and two grandsons. We live in the Barbican and in Northamptonshire, where Rosemary was Secretary of the Parochial Church Council. She is active in the National Gardens Scheme and the Women's Royal Voluntary Service.

If elected you may be assured that I will do my utmost to uphold the traditions of the office of Sheriff of the City of London. I will also apply my professional skills and international business expertise fully to support the Lord Mayor's programme of representing and promoting all aspects of the City and UK financial services both at home and abroad during the testing year ahead.

I have the honour to be, my Lords, Ladies and Gentlemen,

Your obedient servant

Richard Sermon MBE, Hon FCGI, FCIS
Citizen and Wheelwright.

Admission to Guildhall is by pass obtained from your Livery Company

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