

About Robert A. Peterson

Robert Alton Peterson was born on 27 April 1931 in Mount Horeb, Wisconsin. Bob attended Lawrence College in Appleton, Wisconsin, graduating with a major in political science. Subsequently he served in the US Army and was based in Japan for three years, after which he returned to Lawrence College as part of their Public Relations staff.

Several years later he sailed to Indonesia with the hospital ship HOPE, as Chief Communications Officer. He graduated from the University of Wisconsin in 1962 with a master's degree in political science and public relations.

He worked for Intercontinental Hotels in Indonesia and for Fodor Travel Guides in Brazil, until in 1968 he was hired by 3M Company as European Communications Director to oversee the company's European subsidiaries' public relations departments, first from Geneva, Switzerland and then from Milan, Italy.

Bob started the first public relations roundtable during his time with 3M in the 1970s. The first informal gatherings were among a small group of directors from mainly US companies who had been sent by the corporate "mothership" to handle the corporate affairs for the European, Middle East and Africa region. Finding that they had a common set of challenges and could learn a lot from each other, the meetings turned into a professional network. He developed and coordinated a series of roundtables and forums for public relations and corporate communications professionals in Europe and North America.

Bob always shied away from any publicity for himself or the groups and that helped a long way towards turning them into a unique network of trust where peers can speak openly about their experiences in the knowledge that they will get the support, understanding and feedback in some of the loneliness jobs in the professional world.

The network established by Bob now comprises some 200 of the most senior communications and corporate affairs leaders from the world's top global companies, major international organisations, and international sporting federations and sports leagues.