



Bob Pickard

Director General, Communications Department



Pickard leads the Communications Department with a mandate to raise awareness and understanding of AIIB, its operations and mission among internal and external audiences. He provides public relations counsel to Senior Management on communications, brand and reputation management; acts as the senior media contact for AIIB and serves as AIIB's official spokesperson. He is a leading international public relations executive with more than 30 years of experience gained in North America and Asia Pacific, with a proven track record in worldwide communications for Asian organizations going global. He has an extensive international media network and offers deep expertise in key areas such as issues management and crisis communication, social media, public affairs, sustainability (CSR/ESG), and climate change communication. He serves on the Global Ethics Council of PRCA, the world's largest professional public relations body. He has a BA in Political Studies from Queen's University. Pickard is from Canada.