



Entrant company name: **Shivani Lodhia, Parisi Consulting**

Category: **Outstanding Young Communicator of the Year**

## **Introduction**

Shivani Lodhia's career trajectory is marked by a relentless commitment to professional development, adaptability, and strategic growth. Graduating from the University of Warwick with a degree in Politics and German, she began her career with internships at BP's UK public affairs team and Tatler, gaining insights into corporate government relations and high-profile editorial work. Drawn to the intersection of PR and public affairs, she secured a competitive internship at The PR Office (PRO), quickly earning a full-time role.

Shivani's rapid rise through the industry reflects her exceptional ability to navigate complex communications challenges, blending media relations, public affairs, and strategic counsel. Her career growth accelerated as she took on high-stakes projects, including representing Naftogaz during the Ukraine conflict (working to block Nord Stream 2, and then to raise awareness for energy security) and lobbying for the UK semiconductor industry on behalf of Paragraf. Her ability to manage both PR and public affairs efforts has made her an invaluable asset to her clients.

In April 2024, after the sudden insolvency of PRO, Shivani co-founded Parisi Consulting, demonstrating her entrepreneurial acumen and resilience. Despite the challenges of establishing a new firm, her professional standing ensured that multiple clients chose to continue working with her. Through Parisi, she has expanded her influence in sectors including technology, infrastructure, and professional services.

Shivani actively invests in her professional growth, continuously refining her expertise in crisis communications, policy influence, and corporate reputation management. Her dedication to staying ahead of industry trends and her ability to pivot in a rapidly evolving media landscape underline her qualifications for this award.

## **Work-Related Achievements 2024-25**

**Lobbying for the UK Semiconductor Industry**– Shivani played a pivotal role in securing visibility for Paragraf, a world leader in graphene-based electronics. Through a mix of media relations and public affairs, she ensured Paragraf's inclusion in key UK

government discussions about semiconductor policy, changing Government policy to support firms, enabling them to raise money from multiple Government investment vehicles, maximising their development.

Founding Parisi Consulting– After PRO’s unexpected closure, Shivani co-founded Parisi, demonstrating resilience and innovation in the PR industry. Alongside her co-founders, her leadership has been instrumental in the agency’s growth. Within just a few months, not only has she secured clients transitioning from PRO but also won new projects, driving growth and increasing revenue.

Advising a UK Family Office– Shivani has provided PR counsel for a multi-billion pound family office, as it has navigated structural changes and helped to steer the firm through these changes.

Data Centre Industry Engagement with UK Government– Shivani successfully orchestrated a government site visit to one of the UK’s largest AI infrastructure operators, engaging DSIT, DBT, and the Office for Investment. This led to her client’s inclusion in the UK’s data centre policy discussions, allowing them a direct platform to raise the issues that matter most to them and provide real-time solutions.

University of Warwick Partnerships and Content Creation– Shivani established a relationship with the University’s engagement team, arranging an opportunity for a student group to create a white paper on the National Grid. For the students this was a chance to learn about PR and public affairs and speak to industry leading experts. Her efforts resulted in increased profile for Parisi as well as new business enquiries. Warwick awarded us a top mentorship rating and as a result Parisi has been approved for two new industry projects.

Newham Goldacre Development Project– Shivani led communications for the Goldacre’s Newham development, liaising with multiple stakeholders including Legal & General, shaping the messaging. She secured an exclusive interview for City AM in June, oversaw the waiting period for planning approval, and ultimately led the announcement strategy, all while maintaining Goldacre’s relationship with multiple partners. Her efforts resulted in widespread media coverage reaching an audience of 13.8M readers and successfully positioned the project within industry and investor discussions.

### **Overcoming a Major Work-Related Challenge**

One of the most defining moments in Shivani’s career was the sudden insolvency of The PR Office in 2024. With no warning, she and her colleagues faced an uncertain professional future. Instead of retreating, Shivani took decisive action, co-founding Parisi Consulting with a clear vision: to create a nimble, high-impact PR and public affairs firm. Despite the chaos, Shivani’s professionalism and strong client relationships

ensured continuity, five major clients chose to move with her. This vote of confidence demonstrated not only her technical skills in communications but also her deep commitment to client success. Establishing Parisi required navigating legal, operational, and financial complexities while maintaining top-tier client service. The experience reinforced her ability to lead under pressure, think entrepreneurially, and adapt quickly to disruption. It also highlighted the importance of personal credibility and trust in PR. Today, Parisi Consulting is thriving, with an expanding client roster and growing influence in the UK's technology, infrastructure, and finance sectors.

### **A Work Project That Demonstrates Excellence: LCap Report Launch**

One of Shivani's most significant projects in the past year was the launch of the LCap Report, a critical piece of research into leadership trends and executive performance. Tasked with delivering a high-impact campaign, Shivani developed and executed a comprehensive PR strategy that exceeded expectations.

#### **Brief & Objectives:**

Secure top-tier media coverage for the LCap Report.

Position LCap as a leading authority on leadership and talent research.

Maximise visibility across finance, HR, and business media. Deliver results within a £18,000 budget.

#### **Strategy & Tactics:**

Exclusive Bloomberg Syndication: Shivani secured an exclusive with Bloomberg, ensuring global distribution of the report across all Bloomberg terminals. Targeted Media Outreach: She leveraged trade media in HR and business sectors to broaden the report's reach.

Executive Profiling: By positioning key LCap executives as thought leaders, Shivani amplified the report's impact. Precision Pitching: Carefully tailored media targeting ensured the report was seen by influential decision-makers.

#### **Outputs & Outcomes:**

Bloomberg Coverage: Exclusive syndication across Bloomberg terminals, reaching financial professionals worldwide. Shivani facilitated an introduction between LCap and Mary Ann Sieghart, an expert interviewed for Bloomberg's article. Bloomberg has

expressed interest in collaborating on the seventh Report, a significant development for LCap.

**Media Recognition:** Featured in Forbes, HR and business outlets, expanding audience engagement. This was the sixth LCap Report, but the first time it had received any media coverage. The coverage achieved an average moz score of 70 and audience of 116M readers.

**Enhanced Executive Visibility:** LCap leaders were positioned as industry experts, securing follow-up media opportunities.

**ROI Maximised:** The campaign delivered exceptional results within the £18,000 budget, demonstrating Shivani's ability to optimise resources effectively.

Shivani embodies the qualities of an outstanding young communicator: strategic acumen, resilience and a commitment to excellence.

*The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.*