

Farzana Baduel

Founder and CEO | Curzon PR



- Multi award-winning PR entrepreneur
- Chartered Public Relations Practitioner
- Ambassador and Resident PR Expert for the Oxford Foundry, the University of Oxford's entrepreneurship centre
- Expert media commentator on PR including BBC, Al Jazeera, The Guardian, PR Week, FT and Forbes
- Editor of The PR Insider, a digital platform dedicated to the world of public relations
- Former Vice-Chair of Business Relations for the UK Conservative Party

Farzana Baduel is the founder and CEO of Curzon PR. As a passionate advocate of strategic communications, she champions the power of PR as a dynamic force for building bridges and unifying the world's voices into a global narrative. She set up Curzon PR in 2009, having previously served as Vice Chair of Business Relations for the UK Conservative Party.

Farzana has been appointed as the resident public relations expert and ambassador for the Oxford Foundry, the University of Oxford's entrepreneurship centre, where she delivers masterclasses in PR and mentors female entrepreneurs. She is a committed campaigner for the economic empowerment of women. She is the founder of TiE Women (London). TiE is the largest global entrepreneur network in the world.

Farzana is a Chartered PR practitioner who regularly lectures around the world on PR and women leadership and, as a thought-leader, is asked to contribute on the BBC, Forbes, the Financial Times and Al-Jazeera. She has also written for newspapers/publications such as The Guardian and PR Week. Her industry blogs can be found on the PR Insider.

Farzana has been a judge for the Chartered Institute of Public Relations' PR awards. She has won awards including Businesswoman of the Year at the Muslim Awards 2016, Entrepreneur of the Year at the Asian Women of Achievement Awards 2015 and the Media Professional of the Year at the Asian Media Awards 2014. She donates her time and expertise to various organisations and audiences on a voluntary basis.

Core specialisms:

1. Strategy
2. Soft power
3. Emerging markets
4. International Trade & FDI



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