

## ABOUT THE AUTHOR

**Alison Theaker** has 30 years of experience in public relations, management and entrepreneurship as a practitioner, academic and author. Her *Public Relations Handbook* (6th edition 2021) is one of the main textbooks used on undergraduate PR degrees in the United Kingdom. She is also the co-author of *The Public Relations Strategic Toolkit* (2nd edn 2018, with Heather Yaxley).

She is an Associate Lecturer at Cardiff University on the MA in International Public Relations and Global Communication Management. She is also a tutor on the Level 3 and Level 4 marketing apprenticeships at Cambridge Marketing College.

Alison delivers courses and resources for women, men and organisations around planning for menopause with her co-facilitator, Anne Hope. [www.livelifeforme.org](http://www.livelifeforme.org)

She completed her MPhil at the University of Bath in July 2023, studying the role of mentoring for women entrepreneurs in rural environments. This research forms the backbone of this study.