

THE FUTURE COMMUNICATORS FOUNDATION (FCF) WELCOMES KATE MIDTTUN OF ACORN STRATEGY TO BOARD OF TRUSTEES

(ABU DHABI, 1st October 2024) — The Future Communicators Foundation (FCF) is pleased to welcome **Kate Midttun** to [The PR Trust](#) Board of Trustees. Midttun is Chief Executive Officer of [Acorn Strategy](#), with 20 years of experience in strategic marketing consulting. She also serves as Chair of the Middle East PR Association ([MERPA](#)) and sits on the Executive Board of [The Marketing Society](#).

"I am thrilled to join The PR Trust as a Trustee, aligning with an organisation that champions the transformative power of communication," said **Kate Midttun, Founder and CEO of Acorn Strategy**. "The PR Trust's mission to elevate and empower aspiring professionals and young leaders in communications resonates deeply with my own professional journey as well as Acorn's values. By providing knowledge, networking opportunities, and scholarships, The PR Trust is fostering a new generation of communicators who will drive positive social change globally. I am honoured to contribute to this vital cause and look forward to working with such a distinguished Board to advance our shared vision of a compassionate and sustainable global society."



As part of Acorn's commitment to the Future Communicators Foundation, the firm will sponsor **one annual academic scholarship at US\$ 2500 over 4 years**. Full details will be announced in coming months.

"I'm really excited by the opportunity to sponsor an Acorn Strategy FCF Scholarship," said **Kate Midttun, Founder and CEO of Acorn Strategy**. "This scholarship embodies our commitment to nurturing the next generation of communication professionals who will lead with innovation and integrity. By providing financial support and mentorship opportunities, we aim to empower

aspiring leaders to make a meaningful impact in their communities and beyond. At Acorn Strategy, we believe that investing in education and fostering talent are key to driving positive social change, and we are excited to see the remarkable achievements that will undoubtedly emerge from this initiative."

Founded in 2010, **Acorn Strategy** is a strategy-led agency that leads integrated thinking across marketing, public relations, and digital communications. With offices located in Abu Dhabi, Dubai, London, Jakarta, Melbourne, and Perth, the agency has expanded rapidly under the leadership of Kate Midttun. In just under three years, Acorn Strategy has tripled in size, gaining international recognition and securing multiple industry awards, including accolades from [MEPRA](#), [MENTL](#), [PRCA](#) and [Transform](#).

"Acorn Strategy has long been committed to making a positive impact beyond profits," said **Kate Midttun, Founder and CEO of Acorn Strategy**. "Our positive social impact is demonstrated by our pursuit of B-Corp certification, reflecting a dedication to sustainability, ethical business practices, and supporting the well-being of our employees and clients," added **Midttun**.

"A key part of Acorn's outreach is our award-winning mental health initiatives, recognized through the Mentl Awards, alongside our support for community initiatives, CSR efforts, and volunteering," said **Kate Midttun**. With a team representing over 15 nationalities and speaking multiple languages, Acorn Strategy champions diversity in the workplace, leading with innovative perspectives and approaches to campaigns and culture.

About the FCF

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around social responsibility to sustainability and climate. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>

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