

ANN STORR

COMMUNICATIONS

Ann Storr Bio

Ann Storr is a freelance brand storyteller, food waste and sustainability expert. An experienced public speaker and panel member, Ann's abilities to tease a client's personal story uncovers their motivations, drivers and values. This has enabled her to work with clients as diverse as the Open University, small charities and start-ups, and work with media including the London Evening Standard, The Guardian and even Women's Weekly.

Ann's skill in public speaking has enabled her to be featured prominently in BBC Radio 4's 'The Food Programme' and as a guest expert on BBC Earth's 'Regeneration'. Taking a nuanced approach to a brief, Ann brings her wide-ranging experience from psychology, food poverty, sustainability and behaviour change to tell compelling stories that resonate.

Working with organisations to help them to make sustainable changes within the workplace and at home, Ann's intimate knowledge of making sustainable choices on a low-income provides an inclusive empathetic message and actionable changes.

Things you might not know about Ann

- Ann can switch between "behaviour" and "behavior", "colour" and "color", and "psychology" and "neuropsychoneuroendocrinology" without blinking, thanks to 11 years in science communications with Terrie Moffitt & Avshalom Caspi, pioneers in gene X environment interactions
- After completing her MA, Ann was hired for her preternatural copperplate reading skills to read and record every letter written by modernist novelist, Ford Madox Ford
- Feeling professionally lost in her early 30s, Ann credits Don Draper and RuPaul as being her first career guides. Happily, professional coaches have now taken over
- Tasked with finding talent for a charity event, Ann gate-crashed 'Step up to the Plate' at the V&A and then proceeded to work the panel, getting emails for Melissa Hemsley, Tommi Meiers, and Angela Harnett's personal phone number (and no, she's not sharing)
- Ann's children are so used to her creativity with leftovers that they check the ingredients of every meal because, "with you, mother, anything could be in there"

What others say

"Ann is a compelling storyteller"

Clare Salisbury, Producer, BBC Food Programme

"Ann is a valuable public speaker, who brings her wide-ranging experience across food and sustainability to the table. She speaks with both accuracy and empathy, drawing the audience with her thorough subjects as diverse as the causes of food waste or food deserts and social inequality."

Mecca Ibrahim, Women in the Food Industry