

Allie Renison



Allie spent her formative professional years working in the British Parliament as an adviser to a number of MPs and peers in the House of Lords on a range of issues ranging from trade to employment policy. During this time, she cultivated a deep understanding for the political lobbying environment at a time of seismic change and regulatory reform to lobbying statutes.

Following this, she managed a number of constituency referendum exercises as part of the People's Pledge, a cross-party political pressure campaign set up in 2010 to advocate for a referendum on the UK's EU membership. This campaign was instrumental in not only bringing an EU referendum to the forefront of the political landscape, but also building up a network of traditionally opposed political parties and a coalition of opinion both in favour of and opposed to the EU to pledge their vote in the House of Commons for a referendum. It devised a strategy of running mock referendums in seats where MPs' majority was very small and had voted against a referendum to put the issue high on the agenda of the local electorate. Ultimately, the People's Pledge was successful in securing a commitment in the Conservative Party's manifesto to hold an In/Out referendum after the next election.

Allie was then appointed Head of Research and Outreach for Business for Britain, an influential campaign set up to lobby Westminster on behalf of businesses to push forward the EU reform and renegotiation agenda. Its aim was to get the Prime Minister to spell out in detail his plan for renegotiating the UK's relationship with the EU and build up political support for more business-friendly policies as part of this agenda. The founder of Business for Britain is credited as being the most influential single issue political campaigner in the UK.

Finally, Allie was head-hunted and brought over to the Institute of Directors to be their new Head of Europe and Trade Policy in order to expand the IoD's focus to Europe. She is currently building up a network alliance of business organisations across Europe around an SME-friendly EU reform agenda, and spends a significant amount of time in Brussels and Westminster promoting the policy recommendations she has devised in this area, as well as pushing forward amendments to MEPs in the legislative process. She has also led the most vocal business campaign in the UK in support of TTIP, and regularly does public debates on this and a number of other EU policy issues.