

Based in London - UK, James McBrien - director and founder of [Clearwater Advisors Ltd](#). Since 2003, James and his team have been using Vox Institute's services in the fields of 1) acoustic voice analysis of speech communication, 2) visual analysis of speaker's non-verbal behaviour, 3) regular trainings in theory (scientific updates) and practice (new high-tech founded exercises) for his team.

James has spent a substantial part of his career developing people, working with CEOs and middle management groups in the UK, France, Hong Kong, Canada, Dubai and South Africa. For Clearwater's popular PPA (Personal Presence Analysis) Vox Institute provides Audio-Visual Audits-including those of prominent political leaders speeches –such as [Prime Ministerial Leadership Contest April 2015Identifying the presentation "X-Factor"](#).

His recent clients include: ABN Amro, Apax Partners, BBC, Hunton & Williams, Perot Systems, Royal Bank of Scotland, Shell International, UBS and Visa International. James McBrien graduated with a BSc (Hons) in Environmental Science from Anglia Polytechnic in 1990. His first career was as an officer in the Irish Guards. In his five years, in addition to leading several expeditions, he also served on operational tours in both Northern Ireland and Bosnia.