

## Contact

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[www.scl.cc](http://www.scl.cc) (Company)  
[www.bdinstitute.org](http://www.bdinstitute.org) (Company)

## Top Skills

Strategic Communications  
National Security  
Defense

## Certifications

Member of Influence Advisory Panel

# Nigel Oakes FRI

One of the leading pioneers of Soft Power  
London, Greater London, United Kingdom

## Summary

Nigel Oakes is a British behavioural thought leader and defence scientist, whose ideas have laid the foundation for many significant developments both in military influence and population analysis. He is the former CEO of SCL Group, which was the holding company for Cambridge Analytica and is the current Chairman of the Behavioural Dynamics Institute.

He is a pioneer in strategic communication and is recognised as being one of the main advocates of the shift in Western military doctrine away from 'use of force' into 'soft power' relationships.

Specialties: Strategic Influence, Behavioural Marketing, Behavioural Target Audience Analysis, AB-MOE Infrastructure, Public Diplomacy Policy and Soft Power.

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## Experience

### Behavioural Dynamics Institute

Chairman

July 1989 - Present

London, United Kingdom

Overall management of the Institution and Chairman of grant funding committee. BDI develops and aggregates breakthrough social science in the behavioural and social sciences. The Institute has an operational focus supporting actionable government policies.

### SCL Group - Strategic Communication Laboratories

CEO

2004 - June 2018 (14 years 6 months)

Providing advanced influence strategies to governments based on scientific Target Audience Analysis.

Providing influence training programmes to governments & militaries internationally.

Behavioural research for commercial companies. Behaviour change projects for social programmes

## Strategic Communication Laboratories International

CEO

July 1993 - February 2003 (9 years 8 months)

SCL International was the overseas corporate arm of SCL Group

## Harrington Oakes

CEO

February 1990 - March 1995 (5 years 2 months)

London, United Kingdom

Managed a full service communication and production company for international clients. The company specialised in managing difficult 'people problems' and we handled a number of industrial disputes, strikes and worker malaise. The company also specialised in designing communication for IPOs for the merchant banking community.

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## Education

### The Royal Institution

Fellowship, Behavioural Science · (2007 - 2011)

### National Broadcasting School

Broadcasting · (1981 - 1982)

### Eton College

· (1976 - 1980)