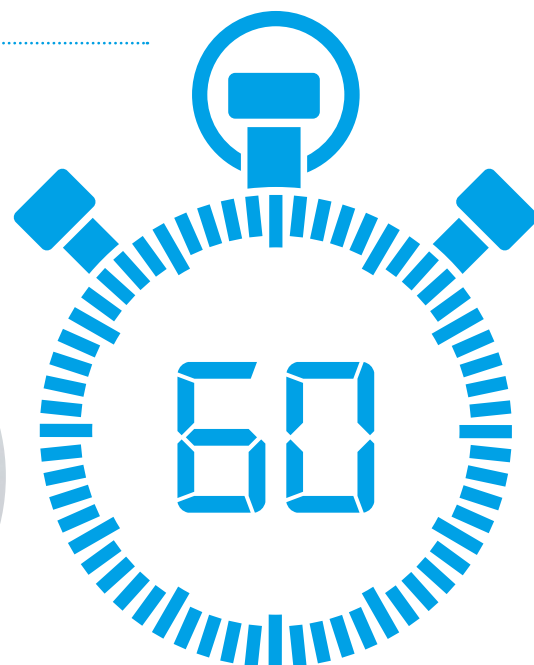


## 60-SECONDS WITH:

**GUS SELLITTO**  
**MANAGING**  
**DIRECTOR AND**  
**CO-FOUNDER**  
**BYFIELD**  
**CONSULTANCY**



**Q** What do you tell people when they ask you what you do?

**A** I manage the PR and communication aspects of high profile disputes

**Q** Why did you choose this profession?

**A** I like working on difficult and highly polarised PR issues. Litigation PR gives me the chance to do this

**Q** What's the strangest or most exciting thing you've ever done as a PR professional?

**A** I helped to force a former prime minister to apologise to a client I was representing in a high profile dispute on national TV. We achieved this through applying aggressive media pressure.

**Q** If you could start all over again, what if anything would you do differently?

**A** I wouldn't change anything. The biggest lessons I've learnt are from the mistakes I've made along the way.

**Q** What is the most challenging/most rewarding aspect of working on dispute resolution cases?

**A** Protecting my client's reputation in the court of public opinion, win or lose in the legal case

**Q** If you had a money tree and could afford to never work again, would you and why?

**A** I get bored too easily not to work. Maybe a more part time role doing what I do.

**Q** What does the perfect weekend look like?

**A** FT Weekend, Classic FM, long walks, Italian food and good company

**Q** Which famous person would you most like to invite to a dinner party?

**A** The late, great actor and producer James Gandolfini. I'm watching The Sopranos for the first time and I'm captivated by his acting.

**Q** Now the world is beginning to open up again, what are you most looking forward to doing?

**A** (Hopefully) spending a month in Australia early next year

**Q** If you could give one piece of advice to aspiring practitioners, what would it be?

**A** The court of public opinion can be as important as the court of law in managing your client's reputation

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