



# FELLOWS

OF THE MARKETING SOCIETY

# A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Aedamar Howlett

Adam Morgan

Alex Batchelor

Ali Findlay

Amanda MacKenzie OBE

Andrew Harrison

Andrew Marsden

Andy Neal

Andrew Nebel MBA

Andrew Strange

Angus Meldrum

Annabel Venner

Angus Meldrum

Anthony Thomson

Archie Norman

Asad Rehman



## AEDAMAR HOWLETT

VP Europe  
O2O Digital  
Transformation  
| MD Western  
Europe, Coca-Cola

**SPECIALITIES:** Leading teams to drive business growth. Advocate for value creation opportunities for change, consumer insight driven disruptive brand innovation, customer insight driven commercial strategy initiatives.



## ADAM MORGAN

Founding Partner  
at eatbigfish

**SPECIALITIES:** Helping teams bring and realise a challenger mindset around their key strategic and cultural issues. Turning apparent constraints into sources of breakthrough.



## ALEX BATCHELOR

Chair at Watch  
Me Think | NED at  
Mission Translate

**SPECIALITIES:** Experienced marketer who enjoys helping businesses grow - and solving all the messiness that growth both requires and brings.



## ALI FINDLAY

Chief Executive of  
the Lane Agency |  
Executive Director  
of the Lane  
Media Agency

**SPECIALITIES:** Brand and Marketing Strategy | Advertising & Digital Strategy | Performance Marketing. Key sectors include: Food & Drink, E-Commerce, Retail, Tourism, Transport & Aviation



## AMANDA MACKENZIE OBE

CEO BITC | NED  
Lloyds Banking  
Group | Chair  
RB committee

**SPECIALITIES:** ESG | Levelling up | brand | marketing | customer experience | running a charity.



## ANDREW HARRISON

Founding Partner  
own consultancy  
in APAC. Former  
CEO and CMO,

**SPECIALITIES:** Brand and marketing consultancy - leading Asia's branded businesses through digital transformation

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Angus Meldrum  
Anthony Thomson  
Archie Norman  
Asad Rehman



**ANDREW  
MARSDEN**  
 Business Strategy  
 Consultant |  
 Chair | NED

**SPECIALITIES:** Corporate Strategy |  
 Brand Positioning | CEO Mentoring



**ANDY  
NEAL**  
 UK Marketing Director  
 | United Distillers and  
 Scottish and Newcastle.  
 Retired, now doing  
 non exec work.

**SPECIALITIES:** FMCG brand marketing,  
 especially drinks. Public/Private  
 partnerships especially in city centers.



**ANDREW  
NEBEL MBE**  
 Marketing &  
 Fundraising Consultant  
 | Charity Trustee |  
 Healthcare Volunteer  
 | Parish Councillor

**SPECIALITIES:** Marketing, Communications  
 | Charity | Fundraising | Healthcare



**ANDREW  
STRANGE**  
 NED Chairman |  
 Advisor | Investor

**SPECIALITIES:** Marketing Technology  
 Consultant Strategist | Scale-up Specialist



**ANGUS  
MELDRUM**  
 Non-executive  
 chairmanships,  
 directorships and  
 trusteeships with  
 marketing focus.

**SPECIALITIES:** Board directorship | leadership  
 | corporate strategy | change management  
 | marketing | branding | advertising | public  
 relations | communications | crisis management  
 | research | new product development |  
 design | multi-channel operations.



**ANNABEL  
VENNER**  
 Global CMO | NED |  
 Chair | Marketing  
 Expert | B2B & B2C  
 | DTC | Mentor

**SPECIALITIES:** advertising, marketing,  
 e-commerce, social media, communications,  
 leadership, board engagement, branding,  
 market research, design, digital transformation,  
 mentoring, search, partnerships, strategy,  
 multi-channel, culture change, operations.

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Andrew Strange

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Annabel Venner

Angus Meldrum

Anthony Thomson

Archie Norman

Asad Rehman



## ANTHONY THOMSON

Founder and former chair, Metro bank and atom bank (UK) Bank 86 400 (Australia)

**SPECIALITIES:** Marketer by passion, entrepreneur and banker by background



## ARCHIE NORMAN

Chairman, Marks and Spencer plc



## ASAD REHMAN

Media | Digital Marketing | Digital Transformation | Digital Commerce

**SPECIALITIES:** Media, Advertising | Branding & Design | Data Driven Marketing | Change Management | Marketing ROI | Data & Analytics | CRM/Loyalty | AdTech | Martech | C-Suite experience.

Beverley Hart  
Bridget Jackson



**BEVERLEY  
HART**

Communications and  
Marketing Director

**SPECIALITIES:** Advertising | brand  
| marketing | design | PR | strategy  
| stakeholder management



**BRIDGET  
JACKSON**

Chief Sustainability  
Officer | Strategic  
Advisor | ESG Expert

**SPECIALITIES:** Strategy Development and  
Board Engagement | NGO Partnerships |  
Climate Change and Business | Net Zero,  
Climate Resilience | Sustainable Lifestyles |  
Sustainability Communications | Employee  
Engagement | Innovation and Design



Cara Chambers  
Charlotte Oades  
Chris Baréz-Brown  
Chris Griffin  
Chris MacLeod  
Cilla Snowball CBE  
Clare Smith-O'Donnell  
Crawford Hollingworth



### **CARA CHAMBERS**

Global Marketing Director – International Beverage | Head of Brand – Sainsbury's Bank

**SPECIALITIES:** Strategic Leadership | Coaching & Developing People, | Brand Building | Innovation & NPd Strategy | Creative & Communications | Food & Drink industry.



### **CHARLOTTE OADES**

NED | Board Advisor

**SPECIALITIES:** Global brand building, new business models and partnerships. Sustainable business development and growth. Communication.



### **CHRIS BARÉZ-BROWN**

Founder of Upping Your Elvis | Founder of Talk It Out

**SPECIALITIES:** Energy | Leadership | Culture Change | Creative | Mental Well Being | Having a mighty fine time!



### **CHRIS GRIFFIN**

Trustee - Museum of Brands | Director PI Global | Chair – Kindred Studios

**SPECIALITIES:** Charity turnarounds | Global branding | Packaging design | Property and Trusts



### **CHRIS MACLEOD**

Consultant | NED

**SPECIALITIES:** Managing effective change in complex organisations; including behaviour change in customers, cultural change in the organisation and change in the relationships with key stakeholders.



### **CILLA SNOWBALL CBE**

Governor Wellcome Trust and NED Derwent London

Cara Chambers  
Charlotte Oades  
Chris Baréz-Brown  
Chris Griffin  
Chris MacLeod  
Cilla Snowball CBE  
Clare Smith-O'Donnell  
Crawford Hollingworth



### CLARE SMITH-O'DONNELL

Strategy, Marketing, Comms, stakeholder engagement, creative

**SPECIALITIES:** Planning | behaviour change comms | PR | leadership | mentoring | creativity | affinity partnerships | stakeholder engagement | public affairs.



### CRAWFORD HOLLINGWORTH

Global Founder  
TBA | Behavioural Science Expert | Consultant | Author | Speaker | NED

**SPECIALITIES:** Applying Behavioural Science to marketing challenges. Brand strategy, innovation, customer experience design, organisational change.

# D

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Daryl Fielding

David Allfrey

David Amers

David Clayton-Smith

David Eustace

David Pearson

Deborah Cutler-Hoskins

Dougal Sharp

Dominic Grounsell



## DARYL FIELDING

CEO, The Marketing Academy Foundation | NED. Author | Brand/Marketing Expert

**SPECIALITIES:** Business leadership and operations | Strategy | Leading change | Brand strategy and implementation | Marketing | Marketing communications | Partnerships | Diversity and inclusion | Youth | Sectors: FMCG, Technology, Charity.



## DAVID ALLFREY MBE FRGS

Major Event CEO, Producer, Creative Director, Public Speaker, Cultural Diplomat

**SPECIALITIES:** Conceiving, designing & delivering large scale events. Cross-cultural and multi-disciplinary introductions & integration. Innovative and indirect solutions to conceptual, physical and moral challenges.



## DAVID AMERS

Planning Partner at Leith, leading the strategy across key clients

**SPECIALITIES:** Energy | Leadership | Culture Change | Creative | Mental Well Being | Having a mighty fine time!



## DAVID CLAYTON-SMITH

NHS Chair, Integrated Care Systems, Health Innovation and analytics

**SPECIALITIES:** Organisational integration and service design innovation to increase the effectiveness of Healthcare



## DR DAVID EUSTACE

Creative consultant

**SPECIALITIES:** Listening, inspiring, problem solving and offering an honest opinion. My career has taken me around the globe offering incredibly varied projects from one on one situations to global corporations.



## DR DAVID PEARSON

Global CEO | Chair | NED | Marketing Expert | B2B, B2C Mentor | Author

**SPECIALITIES:** Experienced Non-Executive chairman, director, adviser and mentor, with classical sales and marketing with four of the world's great brand owners, and significant international experience.



# D

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Daryl Fielding  
David Allfrey  
David Amers  
David Clayton-Smith  
David Eustace  
David Pearson  
Deborah Cutler-Hoskins  
Dougal Sharp  
Dominic Grounsell



## DEBORAH CUTLER- HOSKINS

GSK - Global  
Marketing Director  
& Digital Lead

**SPECIALITIES:** International, results  
driven leader | Experienced global  
marketing, digital & communications  
director across Pharma, FMCG,  
retail, leisure & banking sectors |  
Creative innovator who fast tracks



## DOUGAL SHARP

Founder &  
Master Brewer

**SPECIALITIES:** Business & Brand  
leadership & strategy. Beer making



## DOMINIC GROUNSELL

Managing Director –  
UK & Ireland Digital

**SPECIALITIES:** General Management  
| Commercial & Marketing

Edwina Dunn OBE

Elise MacDonald

Ellie Norman

Erica Kerner



**EDWINA DUNN  
OBE**

Founder of The  
Female Lead |  
Chair - CDEI |  
Board - Geospatial  
Commission

**SPECIALITIES:** Data science | customer-  
centric business transformation | female  
advancement | data | tech & ethics



**ELISE  
MACDONALD**

Joint MD, Events  
Partner for the  
Marketing Society  
in Scotland

**SPECIALITIES:** Events | conferences  
| award ceremonies | experiential |  
brand activation, live, virtual, hybrid



**ELLIE  
NORMAN**

Global CMO | NED |  
Marketing Academy  
Fellow | Mentor

**SPECIALITIES:** Board Engagement |  
Marketing | Brand Management | Strategy  
| Insight & Analytics | Advertising | Social  
Media | Content | Media | Acquisition |  
DTC/Subscription | Communications  
| Experience | CRM MarTech.



**ERICA  
KERNER**

CMO | Marketing &  
Communications  
Lead | B2B & B2C |  
Commercial | Mentor

**SPECIALITIES:** Brand Building | Strategy |  
Sports/Luxury/Fashion/Retail | Advertising |  
Brand & Corporate PR | CRM/Loyalty | Social  
& Digital | Partnerships & Collaborations  
| Research | Board Engagements

# F

Fiona Burton  
Fiona Stewart

A B C D E **F** G H I J K L M N O P Q R S T U V W X Y Z



## FIONA BURTON

Partner, The Leith Agency | Chair, The Marketing Society Scotland (2019 - 2021)

**SPECIALITIES:** Business Strategy | Comms Strategy | Advertising & Design | Film Production | Digital Marketing | Relationship & People Management



## FIONA STEWART

Strategic thinker and planner, individual and team coach

**SPECIALITIES:** Insight, developing and embedding strategy; brand positioning; individual, team and leadership development; board level facilitator.

Gemma Greaves  
Giles Robertson  
Graeme Atha  
Grant Duncan  
Gregor Urquhart



### GEMMA GREAVES

Founder Cabal |  
Co Founder Nurture

**SPECIALITIES:** Connecting people and curating experiences/events to drive change | Community building; membership and partnership creation; motivational speaker and facilitator; mentor and talent management



### GILES ROBERTSON

Academic - Marketing  
| NED | Company  
Director Consultant

**SPECIALITIES:** Sustainability comms, charity marketing, marketing for good, digital / content marketing, brand strategy, start-ups, innovation, account handling, training for marketing leadership



### GRAEME ATHA

Director The  
Marketing Society |  
NED Caley Golf and  
Future Bilingual

**SPECIALITIES:** Builder of brands and marketer of marketing | Membership engagement | Event planning



### GRANT DUNCAN

Senior Client Partner  
& Managing Director  
at Korn Ferry

**SPECIALITIES:** Leading Korn Ferry's media, digital and marketing executive search practice in EMEA



### GREGOR URQUHART

Deputy Head of  
Marketing, Scottish  
Government

**SPECIALITIES:** Social Marketing | Government Communications | Public Sector Communications | Behavioural Economics | Co-production of marketing campaigns | Engaging with young people | Third Sector Communications



# H

Helen Campbell  
Hugh Davidson  
Hew Pennell

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



## HELEN CAMPBELL

Global Marketing  
 B2C/B2B Mentor  
 | Previous Chair  
 Marketing Society  
 Scotland

**SPECIALITIES:** Marketing | Leadership  
 | Communications | Change  
 Management | Partnerships | Brand  
 | Design | Mediation Practitioner



## HUGH DAVIDSON

President Europe,  
 International Playtex  
 | Founder Chair,  
 Oxford Strategic  
 Marketing

**SPECIALITIES:** International Aid (Chair H/ S  
 Davidson Trust  
 - doubling economic/ social empowerment  
 - very poor women, Bangladesh).  
 Making vision/values work – author  
 of "The Committed Enterprise".  
 Full time philanthropist.



## HEW PENNELL

Regional Managing  
 Director for Europe  
 for Edrington  
 portfolio

**SPECIALITIES:** General management with  
 a Commercial and Marketing background.  
 Scottish Marketer of The Year in 2006

Iain Valentine  
Ian Armstrong  
Ian McAteer



**IAIN  
VALENTINE**

CEO, Isobar UK and  
Ireland | Managing  
Partner, Whitespace

**SPECIALITIES:** Creative Leadership |  
People and Culture | Growth and New  
Business | Design and Innovation.



**IAN  
ARMSTRONG**

CEO Topaz Virtual  
Productions (TVP)  
Ltd | NED | Exec  
Producer | Advisory  
Board member

**SPECIALITIES:** Start up | Fund raising |  
Virtual Production | Strategy | Production  
Industry | Marketing Communications  
| Full time philanthropist.



**IAN  
MCATEER**

Chairman | Charity  
Trustee | Mentor  
| NED | Marketing  
Expert | B2B & B2C

**SPECIALITIES:** Advertising | marketing  
| e-commerce | website design and build  
| leadership | branding | intellectual  
property | mentoring | tourism | retail  
| behaviour change | whisky marketing  
| charities | entrepreneurship | public  
sector | advertising | IP law.

# J

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Jackie Duff  
James Espey OBE  
James Frost  
James Hallatt  
Jan Gooding  
Jason Foo  
Jerry Buhlmann  
Jim Kelly  
Joanne Lynn  
John Allert  
John Denholm  
John Gilbert  
Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Krichefski  
Julian Boulding  
Juliet Simpson  
Justin King CBE



## JACKIE DUFF

Global leader FMCG Marketing | Chair | Change Maker | NED | Diversity Champion

**SPECIALITIES:** Global Marketing | Business Development | Partnership Licensing | E-Commerce | Brand & Channel transformation | Strategic Communications | Leadership | Diversity | Advocacy | Sustainability | Economic & Community Development



## JAMES ESPEY OBE

International Brand Builder | Entrepreneur | Mentor | Author

**SPECIALITIES:** International brand builder with 50 years' experience in the Liquor Industry. Mentor and Author. "How to build your Personal Brand and make your Mark in the workplace".



## JAMES FROST

Chief Marketing Officer | Chief Commercial Officer | B2B & B2C

**SPECIALITIES:** Customer acquisition and retention | B2C and B2B marketing | Lead generation | Digital marketing | Advertising and brand positioning | Public relations and public affairs



## JAMES HALLATT

Consumer Healthcare General Management | Marketing

**SPECIALITIES:** Packaged goods marketing, international orientation, healthcare expertise and senior team alignment and engagement.



## JAN GOODING

Coach, Chair | Speaker | Advisor | Columnist

**SPECIALITIES:** Coaching | Mentoring, Inclusive Leadership | Strategy, Governance | Brand Development | Advertising | Audience Measurement | Diversity & Inclusion | Culture Change | LGBT+ Activism.



## JASON FOO

CEO | Non Exec | Mentor | Marketing Expert | Chairman

**SPECIALITIES:** Purpose | Marketing | Brand Strategy & Differentiation | Branding & Distinctiveness | Advertising & Communications | Cultural Transformation | Board Engagement | CRM & Loyalty | Commercial Analysis & Strategy | Leadership | Mentoring

# J

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James Frost  
James Hallatt  
Jan Gooding  
Jason Foo  
Jerry Buhlmann  
Jim Kelly  
Joanne Lynn  
John Allert  
John Denholm  
John Gilbert  
Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Krichefski  
Julian Boulding  
Juliet Simpson  
Justin King CBE



## JERRY BUHLMANN

Senior Independent  
Director, Inchcape  
| Chairman, Croud,  
Hybrid | Director,  
Tulchan, Serviceplan



## JIM KELLY

Deputy MD | Head of  
Planning | Director  
| Agency Leader

**SPECIALITIES:** Advertising | B2B | B2C  
| behaviour change | brand strategy |  
communications planning and strategy |  
digital strategy | internal communications  
and research | marketing | mentoring |  
public sector | repositioning | strategy



## JOANNE LYNN

Joint MD, Lux Events

**SPECIALITIES:** event strategy,  
design and delivery | marketing |  
communications | social media



## JOHN ALLERT

CMO | Strategic  
Advisor | NED  
| Investor

**SPECIALITIES:** Brand and business strategy  
| marketing | commercial partnerships |  
sports marketing | content | public speaking  
| building high performance cultures



## JOHN DENHOLM

Business founder|  
Chair | NED|  
Marketing | Agency  
| Recruitment  
Management

**SPECIALITIES:** Packaged goods marketing,  
international orientation, healthcare expertise  
and senior team alignment and engagement.



## JOHN GILBERT

Owner financial  
research  
consultancy.  
University board  
member. Vacation  
rentals owner

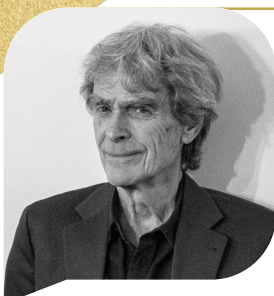
**SPECIALITIES:** Ongoing consumer  
confidence tracking report (some 25 years  
+ data) Member Society of Professional  
Economists, Association of Market & Social  
Research, The Financial Services Forum.



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John Gilbert  
Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Krichefski  
Julian Boulding  
Juliet Simpson  
Justin King CBE



## SIR JOHN HEGARTY

Helping entrepreneurs finance ideas and understand how to build brands

**SPECIALITIES:** Making sure brands understand creativity and how to help it drive their businesses



## JOHN HOOPER CBE

Retired

**SPECIALITIES:** N/A



## JOHN KEARON

Founder & Executive President

**SPECIALITIES:** THE World's leading Marketing decision-making platform: Test Your Ad, Test Your Idea, Test Your Brand, drive brand-owner wealth by accurately predicting returns of marketing decisions.



## JOHN ZEALLEY

Accenture Interactive Management Board Member | Accenture Global Customer Function Lead

**SPECIALITIES:** Marketing | Sales | Commerce | CPG | Retail | Life Sciences | Growth Strategy | Marketing Operating Model | Leadership



## JOSH KRICHEFSKI

Global COO  
MediaCom

**SPECIALITIES:** Business, advertising | media | marketing | commerce | social media | leadership | mental health | mentoring | communication



## JULIAN BOULDING

Founder | President | Fellow | Hon Treasurer | NED | Mentor

**SPECIALITIES:** International marketing, advertising, communications strategy, digital, social, media planning and buying. Company foundation, entrepreneurship, leadership, mentoring, management consultancy, mergers & acquisitions, thought leadership, conference speaking.

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Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Krichefski  
Julian Boulding  
Juliet Simpson  
Justin King CBE



## JULIET SIMPSON

Founder & CEO - Stripe Communications  
 | business builder  
 | Comms & marketing leader

**SPECIALITIES:** Brand Comms | Consumer & Brand PR | Corporate Communications | Reputation Management | Social | Events | Integrated Campaign Planning | Internal Comms | Entrepreneurship | Managing Growth | Values Based Organisations



## JUSTIN KING CBE

Non-Executive Director | Business Advisor | Investor

**SPECIALITIES:** Retail | Brand building | business change | leadership | culture change | consumer behaviour

Sir Keith Mills GBE

Khaled Ismail



**SIR KEITH  
MILLS GBE**

Chairman Air Miles/  
Nectar | Deputy  
Chairman LOCOG  
| Chairman Royal  
Foundation

**SPECIALITIES:** Customer Loyalty Programmes  
| Consumer Marketing | Sports Event  
Management | Charities and Foundations



**KHALED  
ISMAL**

Business leader |  
Author | Marketer

**SPECIALITIES:** Team Building | Investing |  
Leadership | Marketing/Communications |  
Reputation and Crisis Management | Corporate  
and Personal Branding | Crypto enthusiast

# L

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Len Louis  
Lesley Alexander  
Lindsey Clay  
Lisl MacDonald  
Louise Fraser  
Louise Killough



## LEN LOUIS

Consultant |  
 Marketing Pro |  
 Ex. Chairman /  
 CEO | B2B & B2C |  
 Hospitality Industry

**SPECIALITIES:** Business Strategy  
 Development & Growth | Marketing  
 | Branding | Business Negotiations  
 | Business Partnerships |  
 Communications | Non-Executive  
 Board engagement | Hotel Industry



## LESLEY ALEXANDER

CEO: Scotland  
 – PR & content  
 agency, Smarts

**SPECIALITIES:** Strategic comms |  
 strategy & insight | media relations |  
 influencer engagement | stakeholder  
 engagement | issues management |  
 content creation and development



## LINDSEY CLAY

CEO | Marketer | NED  
 | Trustee | Chair

**SPECIALITIES:** TV | TV advertising | marketing |  
 strategy | media | communications | effectiveness  
 | integration | creativity | gender equality |  
 mentoring | writing | speaking | judging



## LISL MACDONALD

NXD, Marketing  
 Strategy | Commercial  
 Development |  
 Investor in Diverse  
 Start-Ups

**SPECIALITIES:** Marketing, Branding,  
 Communications Strategy | Multi-Cultural/Linguistic  
 contexts especially Asian | Public Speaking |  
 Alternative, challenging, broad-ranging perspective.



## LOUISE FRASER

Director | Research  
 Expert | Insight  
 Professional

**SPECIALITIES:** Market research | Social  
 research | Insight generation | Branding &  
 communications development research |  
 Communications evaluation | Strategy



## LOUISE KILLOUGH

Client Services  
 Director | Company  
 Director | Marketing

**SPECIALITIES:** Advertising | marketing  
 | communications | branding | design |  
 digital | social | strategy | multi-channel |  
 leadership | board member | mentor.



# M

A B C D E F G H I J K L **M** N O P Q R S T U V W X Y Z

Mahmood Ahmed  
Malcolm McDonald  
Malcolm Roughead  
Margaret Molloy  
Mark Evans  
Mark Given  
Mark Gorman  
Martin Deboo  
Marting Glenn  
Lord Matthew J. Scheckner  
Matthew Barwell  
Maurice Doyle  
Mhairi McEwan  
Michael Inpong  
Sir Michael Perry GBE



## MAHMOOD AHMED

Chief Financial Officer | Chief Operating Officer | Head of Business Performance

**SPECIALITIES:** Planning & Strategy | Marketing Performance | Building & Leading High Performance Teams | Organisational Transformation | Financial Reporting & Analysis



## MALCOM MCDONALD

Professor of Marketing at six Universities | Non Executive Director

**SPECIALITIES:** Boardroom briefings | marketing accountability | marketing and finance, global key account management | market segmentation | branding: marketing risk assessment | shareholder value: financially quantified value propositions



## MALCOLM ROUGHEAD

CEO | NED | Mentor

**SPECIALITIES:** Leadership, change management | strategy | People development | stakeholder engagement | Government Relations | Board Management



## MARGARET MOLLOY

Global CMO | Host "How CMOs Commit" PODCAST | Board Member

**SPECIALITIES:** Marketing | branding | B2B | event host | board | leadership | sales enablement | strategy, simplicity | CMO community | advisor | diversity and inclusion | PR | social media



## MARK EVANS

Managing Director, Marketing & Digital - Direct Line Group

**SPECIALITIES:** marketing | digital | leadership | strategy | Coaching | mentoring | NED/Advisory



## MARK GIVEN

Chief Marketing Officer Sainsbury's Group

**SPECIALITIES:** Strategic Brand Management | CRM & Loyalty | Digital Performance Marketing | Sustainability | Analytics and Data Science | Commercial Leadership | Transformation

[Mahmood Ahmed](#)  
[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
[Margaret Molloy](#)  
[Mark Evans](#)  
[Mark Given](#)  
[Mark Gorman](#)  
[Martin Deboo](#)  
[Marting Glenn](#)  
[Lord Matthew J. Scheckner](#)  
[Matthew Barwell](#)  
[Maurice Doyle](#)  
[Mhairi McEwan](#)  
[Michael Inpong](#)  
[Sir Michael Perry GBE](#)



### MARK GORMAN

Strategy Director  
at Whitespace  
in Edinburgh  
| Chairman of  
NABS Scotland

**SPECIALITIES:** Strategic marketing and planning | Brand positioning | Market research | Advertising and brand communications



### MARTIN DEBOO

Managing Director  
& Consumer Goods  
Analyst, Jefferies  
International

**SPECIALITIES:** Unique blend of strategy, marketing and finance skills, focussed on consumer goods.



### MARTIN GLENN

Chairman Chapel  
Down Wines/  
Football Foundation  
| NED Froneri

**SPECIALITIES:** Enterprise Leadership | Transformation/brand development | ESG | culture change | Not for profit



### LORD MATTHEW J. SCHECKNER

Global CEO

**SPECIALITIES:** Overseeing global business including our flagship Advertising Week events, thought leadership content, media including our podcast network and AWLEARN.



### MATTHEW BARWELL

Global CMO | Chair  
| Marketing and  
Innovation | B2C |  
Sponsorship | ESG  
| Sustainability

**SPECIALITIES:** Advertising | innovation | brand strategy | communications | sponsorship | CX | digital transformation | design | M&A | Corporate Affairs | sustainability | ESG | R&D | coaching | culture change | operating model



### MAURICE DOYLE

Founder of Generous  
Spirits | N.E.D. |  
Coach | Drinks  
Business Advisor

**SPECIALITIES:** Delivering transformational growth in brands and businesses through championing people. Building and scaling premium beverage businesses. Coach/Mentor for C Suite Leaders, Leadership teams and entrepreneurs.

[Mahmood Ahmed](#)  
[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
[Margaret Molloy](#)  
[Mark Evans](#)  
[Mark Given](#)  
[Mark Gorman](#)  
[Martin Deboo](#)  
[Marting Glenn](#)  
[Lord Matthew J. Scheckner](#)  
[Matthew Barwell](#)  
[Maurice Doyle](#)  
[Mhairi McEwan](#)  
[Michael Inpong](#)  
[Sir Michael Perry GBE](#)



### **MHAIRI MCEWAN**

Board Advisor |  
Trustee | NED |  
Marketing Capability  
Consultant | Coach  
| Mentor | Author

**SPECIALITIES:** Marketing Strategy | Activation  
| Capability development | Customer experience  
| Brand building | Digital transformation |  
Sales strategy | Consultancy | Mentoring |  
Leadership | Employee development | Culture  
change | Entrepreneurial | Start-ups



### **MICHAEL INPONG**

CMO, Strategy  
director | NED |  
Trustee Women's  
sport trust

**SPECIALITIES:** End to end marketing,  
Strategy UK and international. Also  
led business intelligence, governance,  
R&D and in-house studio. FMCG, Food,  
Sport, Beautycare, Well-being



### **SIR MICHAEL PERRY GBE**

Global CEO | Chair |  
NED | Long retired



# N

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Nick Smith  
Nicola Thomson  
Nigel Gilbert  
Nigel Vaz  
Nishma Robb



## NICK SMITH

Partner | CMO |  
 Entrepreneur |  
 Founder | Mentor

**SPECIALITIES:** Founder of Manifesto Growth Architects - FT Award winning consultancy specialising in building customer propositions and experiences. Chair to a number of successful start-ups.



## NICOLA THOMSON

Global Marketing  
 Capability Lead  
 | Board Non-  
 Exec Director|  
 Public Speaker

**SPECIALITIES:** Capability| Strategy | Brand Planning | Marketing | Advertising | Global | Transformations | Creativity | Storytelling | Culture Change | Marketing Operations | Luxury | Brand Collaborations | Brand Experience | Board Engagement | People Development.



## NIGEL GILBERT

Board advisor|  
 Marketing consultant  
 | ex-CMO and  
 Global adman

**SPECIALITIES:** Business and Brand strategy | Seasoned experience Marketing and Advertising - Board level experience in PLCs (UK and Global) | Client and Agency-side.



## NIGEL VAZ

CEO – Publicis  
 Sapient | Executive  
 Committee Member  
 – Publicis Groupe

**SPECIALITIES:** Digital Business Transformation | Leadership and Executive Management | Business Strategy | Strategic Consulting | Author of best-seller 'Digital Business Transformation' (Wiley, 2021)



## NISHMA ROBB

Senior Director  
 | Brand and  
 Reputation Marketing  
 | Google UK

**SPECIALITIES:** Creativity | Leadership | DEI | Marketing | Storytelling | Events/Experiences



Pamela Scobbie  
Patrick Barwise  
Paul Condon  
Paul Phillips  
Pauline Lamb Aylesbury  
Pete Markey  
Pete Martin  
Phil Smith



### PAMELA SCOBIE

CCO | Director

**SPECIALITIES:** Creative strategy | public relations | marketing | purpose marketing | social media | digital PR content production | equality, diversity and inclusion | issue management | ventures | leadership



### PATRICK BARWISE

Emeritus Professor,  
London Business  
School | Chairman,  
AMSR | Author

**SPECIALITIES:** Consumer and media audience research; brands; marketing strategy | leadership, and resource allocation; customer-focused innovation; broadcasting policy: <https://www.patrickbarwise.com/>.



### PAUL CONDRON

Brand Director –  
The Macallan

**SPECIALITIES:** Brand Strategy | International marketing | Innovation | New Product Development | Brand communications | Luxury marketing | Mentoring



### PAUL PHILLIPS

Managing  
Director AAR

**SPECIALITIES:** Consulting brands to develop their agency partner eco-systems. Advising on commercial arrangements. Helping agencies to compete more effectively. I think I've got the best job in the world!



### PAULINE LAMB AYLESBURY

Deputy Director  
Marketing, Insight,  
Brand Scotland  
& Internal  
Communications

**SPECIALITIES:** Insight-led marketing strategy | Creative campaigns | Behaviour change and public information marketing as a lever for positive change | Nation branding | Marketing leadership



### PETE MARKEY

CMO roles at Boots,  
TSB, Aviva, Post  
Office and RSA

**SPECIALITIES:** Marketing & Brand | Data & Analytics | CRM & Loyalty | Digital | Planning | Strategy | Commercial Leadership | Coaching | Mentoring

Pamela Scobbie  
Patrick Barwise  
Paul Condon  
Paul Phillips  
Pauline Lamb Aylesbury  
Pete Markey  
Pete Martin  
Phil Smith



### **PETE MARTIN**

Content Strategy |  
Creative Strategy |  
Creative Direction |  
Agency Management  
| Brand Development

**SPECIALITIES:** Award-winning, effective solutions: Sustainability/ESG; B2B; B2C; Energy/Utilities; High-end Finance; Behaviour Change; Integrated Campaigns; Complex Products/Stakeholder Loops/Stakeholder Engagement



### **PHIL SMITH**

Director General,  
ISBA | Managing  
Director Budgens  
Londis| Commercial  
Director, Camelot

**SPECIALITIES:** Brands | strategy | food  
manufacture and retail | turnarounds |  
transformation | digital | policy | regulation

Raoul Pinnell  
Raj Kumar  
Rob Woodward  
Robert Moberly  
Rod Gillies  
Roisin Donnelly  
Rory Sutherland  
Ruth Rowan  
Ruth Saunders



### RAOUL PINNELL

Chair | NED

**SPECIALITIES:** Experienced non-executive director in the health and care sector and the NHS. Skills in Strategy, Planning, Finance, Marketing.



### RAJ KUMAR

CMO | NED |  
Marketing | Brand |  
Digital | Customer  
| Mentor

**SPECIALITIES:** Growth | Transformation | Go-to market | Innovation | International marketing | Board engagement | Leadership | Mentoring, Performance



### ROB WOODWARD

Plc Chair | Plc CEO |  
Media & Technology  
| University Chair |  
Government roles

**SPECIALITIES:** Chair and former CEO focussed on media and technology | Turnaround specialist | Experienced at working at highest levels in Government | Passion for supporting young people as University Chair



### ROBERT MOBERLY

Joint founder/owner  
Lewis Moberly (LM)  
design consultancy

**SPECIALITIES:** Brand Strategy | Design Strategy | Design Execution.



### ROD GILLIES

Head of Innovation  
at Whyte & Mackay

**SPECIALITIES:** Innovation, portfolio strategy, and brand marketing across different drinks categories. Freelance LEGO designer, author, and puzzle creator.



### ROISIN DONNELLY

Portfolio NED |  
Chair | Digital  
and M&A Advisor  
| Mentor |  
Former CMO

**SPECIALITIES:** Strategy | Global Brand Building | Digital and ecommerce | Media, Advertising | Business Transformation | M&A | Coaching and Mentoring | Diversity and Inclusion | Organisation Culture and Purpose

Raoul Pinnell  
Raj Kumar  
Rob Woodward  
Robert Moberly  
Rod Gillies  
Roisin Donnelly  
Rory Sutherland  
Ruth Rowan  
Ruth Saunders



### **RORY SUTHERLAND**

Vice Chairman,  
Ogilvy, and founder  
of the behavioural  
science practice.

**SPECIALITIES:** Behavioural Science,  
Copywriting and Creativity, Occasional  
Journalism, Commentary or Punditry,  
depending on your point of view.



### **RUTH ROWAN**

Consulting Global  
CMO | Interim | B2B,  
Technology Industry  
| International  
Expansion | Storyteller

**SPECIALITIES:** B2B Marketing  
Transformation | Building Teams | Demand  
Generation at Scale | Complex Content  
Strategy | M&A Integration | Brand &  
Communications strategy | Proposition  
Development | Client Centricity



### **RUTH SAUNDERS**

Strategy Consultant  
| Trainer | Speaker  
| Coach

**SPECIALITIES:** Customer Growth: Where  
to play, How to win | Brand: Portfolio  
optimisation, Migration, Proposition  
development | Marketing: Optimising  
efficiency & effectiveness, Agency pitches



Sandy Kennedy  
Sara Bennison  
Sheila Hooper  
Shona McCarthy  
Simon Crunden  
Simon Gulliford  
Simon Michaelides  
Stephanie Brimacombe  
Stephen Maher  
Stephen Woodward  
Steve Radcliffe  
Syl Saller CBE



### **SANDY KENNEDY**

CEO, Strategic Advisor to Government | NGOs | Scaling Companies | Columnist | Trustee

**SPECIALITIES:** Entrepreneurship | Scaleups | Startups | Ecosystem building | Venture capital | Public policy | Speaker and columnist on entrepreneurship, entrepreneurial leadership | Government policy



### **SARA BENNISON**

Chief Product & Marketing Officer | NED | Trustee

**SPECIALITIES:** Financial services product & propositions | advertising | marketing | digital transformation | public affairs | internal communications | research | social investment | sponsorships | strategy | executive leadership | mentoring



### **SHEILA HOOPER**

Customer Marketing | Loyalty Director and expert

**SPECIALITIES:** Customer, comms and brand proposition design development and delivery | cultural and digital transformation | commercial growth through customer centricity and insight | marketing, strategy | multichannel | CRM | loyalty



### **SHONA MCCARTHY**

Chief Executive Edinburgh Festival Fringe Society

**SPECIALITIES:** A passionate champion of inclusive arts and culture and an advocate of personal and collective creativity. Shona has led major events and arts projects for 30 years



### **SIMON CRUNDEN**

Managing Director | Board Director | Media Planner

**SPECIALITIES:** Media planning | media buying | digital media | strategy | business transformation | market research | data visualisation | programmatic media | leadership



### **SIMON GULLIFORD**

Executive Chairman - Hendy Automotive Limited | NED Admiral Financial Services Ltd

**SPECIALITIES:** Business Turnaround | Business Start Up | Service Management

Sandy Kennedy  
Sara Bennison  
Sheila Hooper  
Shona McCarthy  
Simon Crunden  
Simon Gulliford  
Simon Michaelides  
Stephanie Brimacombe  
Stephen Maher  
Stephen Woodward  
Steve Radcliffe  
Syl Saller CBE



### **SIMON MICHAELIDES**

C-Suite: Marketing,  
Innovation,  
Commercial &  
Transformation| NED  
| Trustee | Mentor

**SPECIALITIES:** FMCG | Management Consultancy |  
Broadcast & Digital Entertainment | Brand Building |  
Full Marcomms Mix | Organisational Transformation  
& Development | Commercial & Marketing Strategy  
| Innovation | Board level leadership | engagement



### **STEPHANIE BRIMACOMBE**

European CEO  
& Global CMO |  
VCCP & Managing  
Director | Chime

**SPECIALITIES:** Marketing | Advertising  
| PR | New Business | Communications  
| Leadership | Operations | Board  
engagement | Sports Sponsorship |  
Digital Transformation | Culture change



### **STEPHEN MAHER**

Chair/CEO  
MBASack | Chair  
DMA | Ambassador  
The Marketing  
Society | FIPA

**SPECIALITIES:** Digital/social marketing  
| customer experience/CRM | Board  
leadership | NED Chair | Industry  
promotion/thought leadership | Chelsea  
FC | Fender Stratocasters | Beatles | Paul  
Weller | (My) neurodiverse children



### **STEPHEN WOODWARD**

Adviser | Investor  
| Non-Exec to  
Marketing |  
Financial Services  
| Tech companies

**SPECIALITIES:** Marketing | Marketing  
Services | Communications | Financial  
Services | Fundraising | M&A



### **STEVE RADCLIFFE**

Leadership expert

**SPECIALITIES:** Creator of Future - Engage  
- Deliver, the framework for the Society's  
leadership programme, and used by  
500,000 folk in organisations of every kind



### **SYL SALLER CBE**

Executive Coach  
| Board Member  
| President  
Marketing Society

**SPECIALITIES:** Executive Coaching |  
Leadership | Marketing | Co-Founder The  
Marketing Leadership Masterclass

# T

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Thomas Barta  
Thomas Delabriere  
Tim Ambler  
Tony Scouller



## THOMAS BARTA

Marketing Leadership Thinker | Founder The Marketing Leadership Masterclass | Speaker | Author

**SPECIALITIES:** Keynote Speaking | Event Moderation | Marketing Leadership Training | Organizational Psychology



## THOMAS DELABRIERE

Global CMO | General Manager | CEO

**SPECIALITIES:** Doing business in Asia, the Middle-East, Western Markets | Marketing (all aspects), General Management | Business turnaround and transformation | Change Management



## TIM AMBLER

Marketing Director IDV, now Diageo

**SPECIALITIES:** Relationship marketing | marketing metrics and performance evaluation | brand equity | how advertising works | iconoclasm



## TONY SCOULLER

JWT London USA Venezuela | MKD and MD Diageo | UK Consultant | Writer | Non exec D

**SPECIALITIES:** Marketing | Advertising | Liquor



Vicky Bullen



**VICKY  
BULLEN**  
CEO Coley Porter  
Bell | Ogilvy UK  
board | Director DBA

**SPECIALITIES:** Brand Strategy including  
purpose, architecture | Immersive Branding  
| Brand guidance and governance |  
Employee engagement | Leadership.



**WILL  
WHITEHORN**

Chair | NED |  
Marketing | Branding  
| Corporate Finance  
| Innovation |  
Business Planning

**SPECIALITIES:** Space investment | Space  
satellites | Renewable energy | Entertainment  
| IT software | Government industry  
bodies | Innovation | Climate change