



# 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  
Alison Gibb  
Alison Orsi  
Amanda MacKenzie OBE  
Andrew Au  
Andrew Harrison  
Andrew Marsden  
Andrew Nebel MBA  
Andrew Strange  
Andrew Warner  
Andy Neal  
Angus Meldrum  
Annabel Venner  
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 | 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



## ALISON GIBB

Deputy Director of  
 Learning & Teaching,  
 University of  
 Glasgow Adam Smith  
 Business School

**SPECIALITIES:** Marketing | Communications | Business Strategy | Project Management | Entrepreneurship | Non-executive Director | Company director | Management Consultant | Academic



## ALISON ORSI

Global CMO | NED |  
 Trustee | Mentor

**SPECIALITIES:** Marketing | Leadership | Digital transformation | Strategy | Data-led optimisation | Performance marketing | Agile | Culture change | Mentoring



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Anthony Thomson  
Archie Norman  
Asad Rehman



**AMANDA  
MACKENZIE OBE**

CEO BITC | NED  
Lloyds Banking  
Group | Chair  
RB committee

**SPECIALITIES:** ESG | Levelling up | Brand |  
Marketing | Customer experience | Running a charity



**ANDREW  
AU**

Managing Principal  
Wander Consult  
| Formerly:  
Uniplan, Eight  
Inc., Imagination

**SPECIALITIES:** Agency leadership | Business  
development | Transformation | Strategy



**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



**ANDREW  
MARSDEN**

Business Strategy  
Consultant |  
Chair | NED

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



**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



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Angus Meldrum  
Annabel Venner  
Anthony Thomson  
Archie Norman  
Asad Rehman



## ANDREW WARNER

Global CMO | NED  
 | Founder | Mentor  
 | Board Advisor |  
 Marketing Expert

**SPECIALITIES:** Executive leadership | Marketing leadership | Marketing strategy | Brand strategy | Creative effectiveness | Advertising | International marketing | Ecommerce | Digital media | Design | Consulting | Speaking | Mentoring



## ANGUS MELDRUM

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



## ANDY NEAL

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



## 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

**SPECIALITIES:**



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- [Anthony Thomson](#)
- [Archie Norman](#)
- [Asad Rehman](#)



**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

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# B

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

Barry Fearn  
Becky Brock  
Benny Higgins  
Beverley Hart  
Bridget Jackson



## BARRY FEARN

Founder & Managing Director of Lane Media

**SPECIALITIES:** Media Strategy | Digital Marketing Strategy | Data Analysis & Commercialisation



## BECKY BROCK

Global CCO | Commercial Leader | NED | Retail | Digital Transformation

**SPECIALITIES:** Executive board leadership | Strategic repositioning | Commercial proposition development | Brand reinvigoration | Digital transformation | Data strategy | E-commerce trading | Communications | Margin management | Change leadership



## BENNY HIGGINS

Executive & non executive Chairman in the Private, Public and Third sector

**SPECIALITIES:** General Leadership | Finance | Culture



## 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



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Cara Chambers  
Charlie Dawson  
Charlotte Oades  
Cheryl Calverley  
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



### CHARLIE DAWSON

Founding Partner at The Foundation

**SPECIALITIES:** Helping organisations of all kinds become truly customer-led | Leading transformations to achieve that end | Supporting customer experience-related initiatives | Guiding through strategic insight



### CHARLOTTE OADES

NED | Board Advisor

**SPECIALITIES:** Global brand building | New business models and partnerships | Sustainable business development and growth | Communication



### CHERYL CALVERLEY

CEO | CMO | Founder | Marketing consultant | Consumer brands | D2C | Mentor | Coach

**SPECIALITIES:** Leadership, strategy & transformation | Culture & capability | Growth strategy | Marketing effectiveness | Brand development across FMCG, insurance, financial services, e-commerce | FTSE-100 to scale-up | Coaching | Mentoring | Business advisory



### 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



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



### 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

**SPECIALITIES:**



### 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



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# 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

Darren Chuckry  
Daryl Fielding  
David Allfrey MBE  
David Amers  
David Clayton-Smith  
David Eustace  
David Pearson  
Deborah Cutler-Hoskins  
Dino Myers-Lamprey  
Dougal Sharp  
Dominic Grounell



## DARREN CHUCKRY

Founder | Managing Director | HK Initiative

**SPECIALITIES:** Brandtech | Branded Content | Advertising | Marketing | XR, Mixed Reality | Augmented Reality | Virtual | Hybrid Events | Business Consulting | Web3 | Metaverse | Virtual | Experiential



## 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



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# D

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Darren Chuckry  
Daryl Fielding  
David Allfrey MBE  
David Amers  
David Clayton-Smith  
David Eustace  
David Pearson  
Deborah Cutler-Hoskins  
Dino Myers-Lamptey  
Dougal Sharp  
Dominic Grounell



## DR DAVID PEARSON

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

**SPECIALITIES:** Experienced Non-Executive chairman | Director | Adviser | Mentor with classical sales and marketing with four of the world's great brand owners, and significant international experience.



## 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



## DINO MYERS-LAMPTEY

Founder | CSO  
 | Advisor |  
 Mentor | NED

**SPECIALITIES:** Strategy | Problem Solving | Media | Partnerships | Brand | Performance | Data | Distribution | Disruptive Ideas | Purpose



## DOUGAL SHARP

Founder &  
 Master Brewer

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



## DOMINIC GROUNSELL

Managing Director –  
 UK & Ireland Digital

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



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Edwina Dunn OBEElise MacDonaldEllie NormanEmma HarrisErica 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



### EMMA HARRIS

Founder and Chief  
Running Glow  
London and  
leading the  
#slowthefuckdown  
movement

**SPECIALITIES:** Brand, culture and change  
| Working with leaders to create the right  
culture of belief | Focus and alignment to  
drive growth whilst protecting the mental  
and physical well-being of their teams



### 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



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# F

Fiona Burton  
Fiona Proudler  
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 PROUDLER**  
 Head of Brand and Marketing | Marketing Director | CEO | Agency Leader

**SPECIALITIES:** Brand strategy | Brand development | Campaign development | Marketing activation | Advertising | Digital | Agency leadership | Business growth | New business



**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

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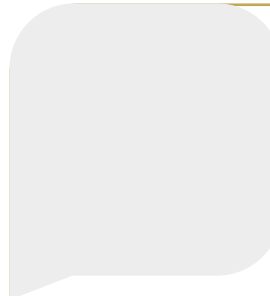
Gemma Greaves  
 Geoff Palmer  
 George Shepherd  
 Giles Robertson  
 Graeme Atha  
 Grant Duncan  
 Gregor Urquhart



### 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



### GEOFF PALMER

Support Community Organisations |  
 Chancellor of Heriot-Watt University

**SPECIALITIES:** British (Scottish) West Indian History relating to slavery, colonialism and the origins and consequences of racism



### GEORGE SHEPHERD

Creative Director, Red Spider  
 University Lecturer | Strategist |  
 Creative Director

**SPECIALITIES:** Training | Creative Direction | Brand Strategy | Lecturing | Pitch Assist for Clients



### 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 UK&I Consumer and EMEA Digital & Marketing Executive Search Practice



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# G

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Gemma Greaves  
Geoff Palmer  
George Shepherd  
Giles Robertson  
Graeme Atha  
Grant Duncan  
Gregor Urquhart



## GREGOR URQUHART

Head of Strategic  
Communications |  
Scottish Government

**SPECIALITIES:** Public sector communications  
 | Social marketing | Government  
 communications | Third sector comms  
 | Behavioural economics | Engaging  
 with young people | Mentoring



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# H

Helen Campbell  
Helen Tupper  
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



## HELEN TUPPER

CEO | Speaker |  
 Author | Podcaster  
 | Coach | Trustee

**SPECIALITIES:** Co-creator of Squiggly  
 Careers | Expert in learning design  
 and career development | International  
 thought-leader | Experienced in innovation,  
 insight, brand and new business growth.



## 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



## HUW PENNELL

European and UK  
 General Management  
 and Marketing  
 Leadership

**SPECIALITIES:** 35 years experience in  
 the wines and spirits industry | Master  
 of the Quaich | Scottish Marketer of the  
 Year 2006 | Environmental Conservation



Represents an Honorary fellow

Iain Valentine  
Ian Armstrong  
Ian McAteer



### IAIN VALENTINE

Gravitate HR: NED  
and Chair of the  
board | MSS: Chair  
of the Fellows

**SPECIALITIES:** Creative leadership  
| Growth and Winning Business |  
Succession and leadership planning |  
MBO and Trade sale (agency side)



### 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



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[James Espey OBE](#)  
[James Frost](#)  
[James Hallatt](#)  
[Jan Gooding](#)  
[Jane Stiller](#)  
[Jason Foo](#)  
[Jerry Buhlmann](#)  
[Jessica Myers](#)  
[Jill Walker](#)  
[Jim Kelly](#)  
[Joanne Lynn](#)  
[John Allert](#)  
[John Botia](#)  
[John Denholm](#)  
[John Gilbert](#)  
[Sir John Hegarty](#)  
[John Hooper CBE](#)  
[John Kearon](#)  
[John Zealley](#)  
[Josh Krichefski](#)  
[Julian Boulding](#)  
[Julie Doleman](#)  
[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



### JANE STILLER

Chief Viewer Officer - ITV  
Chief Customer Officer | Chief Marketing Officer | Chief Digital Officer

**SPECIALITIES:** Strategic positioning & turnaround | Brand reinvigoration | Digital & data transformation | Communication strategy | Insight implementation | Marketing effectiveness



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[Jason Foo](#)  
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[John Kearon](#)  
[John Zealley](#)  
[Josh Kricheski](#)  
[Julian Boulding](#)  
[Julie Doleman](#)  
[Juliet Simpson](#)  
[Justin King CBE](#)



## JASON FOO

CEO | Non Exec |  
Mentor | Marketing  
Expert | Chairman  
| Hon Treasurer

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



## JERRY BUHLMANN

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

**SPECIALITIES:**



## JESSICA MYERS

CCO - The Very Group  
| CMO | Executive  
Board | Retail |  
Financial Services  
| B2C | Mentor

**SPECIALITIES:** Executive board leadership  
| Commercial leadership | Growth strategy |  
Strategic brand management | Transformation |  
Data insight and analytics | Ecommerce | Customer  
management | Creative strategy | Creative  
direction | Coaching | Mentoring | Speaker



## JILL WALKER

Head of Marketing,  
Scottish Government  
| Mentor | Past  
agency owner

**SPECIALITIES:** Social Marketing | Behaviour  
Change | Stakeholder Management | Strategic  
Development | Insight Generation | Evaluation  
| People Development | Leadership



## 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



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# 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  
Jane Stiller  
Jason Foo  
Jerry Buhlmann  
Jessica Myers  
Jill Walker  
Jim Kelly  
Joanne Lynn  
John Allert  
John Botia  
John Denholm  
John Gilbert  
Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Kricheski  
Julian Boulding  
Julie Doleman  
Juliet Simpson  
Justin King CBE



## 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 BOTIA

Founder | Calo | Founder | Spirit-Level Associates | Former CMO & HRD

**SPECIALITIES:** Developing Organisational Brands | Employer Branding | Business Strategy | Marketing Strategy | Strategic Leadership | Drinks Industry insights



## JOHN DENHOLM

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

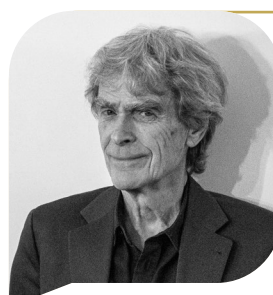
**SPECIALITIES:** Packaged goods marketing | International orientation | Healthcare expertise and senior team alignment and engagement



## 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



## SIR JOHN HEGARTY

Helping entrepreneurs finance ideas and understand how to build brands

S

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



## JOHN HOOPER CBE

Retired

**SPECIALITIES:** N/A



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[James Espey OBE](#)  
[James Frost](#)  
[James Hallatt](#)  
[Jan Gooding](#)  
[Jane Stiller](#)  
[Jason Foo](#)  
[Jerry Buhlmann](#)  
[Jessica Myers](#)  
[Jill Walker](#)  
[Jim Kelly](#)  
[Joanne Lynn](#)  
[John Allert](#)  
[John Botia](#)  
[John Denholm](#)  
[John Gilbert](#)  
[Sir John Hegarty](#)  
[John Hooper CBE](#)  
[John Kearon](#)  
[John Zealley](#)  
[Josh Krichefski](#)  
[Julian Boulding](#)  
[Julie Doleman](#)  
[Juliet Simpson](#)  
[Justin King CBE](#)



### 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, thenetworkone | Warden, Worshipful Company of Marketers

**SPECIALITIES:** Global marketing and communications | Independent agencies | Chair of the Marketing Society Global Strategy Development task force



### JULIE DOLEMAN

Former Managing Director at Entain | MD D2C Global Expansion/ Innovation at Experian

**SPECIALITIES:** Expertise in building and transforming high growth businesses through high performing teams, executing on a clear vision while fostering a culture of innovation, and customer obsession.



### 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



Represents an Honorary fellow



# 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  
Jane Stiller  
Jason Foo  
Jerry Buhlmann  
Jessica Myers  
Jill Walker  
Jim Kelly  
Joanne Lynn  
John Allert  
John Botia  
John Denholm  
John Gilbert  
Sir John Hegarty  
John Hooper CBE  
John Kearon  
John Zealley  
Josh Kricheski  
Julian Boulding  
Julie Doleman  
Juliet Simpson  
Justin King CBE



## JUSTIN KING CBE

Non-Executive  
 Director | Business  
 Advisor | Investor

**SPECIALITIES:** Retail | Brand building |  
 Business change | Leadership | Culture  
 change | Consumer behaviour



Represents an Honorary fellow

# K

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

Karen Blackett OBE

Kate Mackie

Kathleen Ruth Saxton

Sir Keith Mills GBE

Khaled Ismail



## KAREN BLACKETT OBE

President | NED |  
Marketing Expert |  
Founding Trustee |  
Chancellor | Mentor

**SPECIALITIES:** Marketing | D&I | Advertising  
| Media | Communications | Customer  
experience | Commerce | Marketing |  
Technology | Board engagement



## KATE MACKIE

Global GTM Lead -  
BMC, Partner, EY  
EY | GE | WPP (141,  
Ogilvy, Mather)

**SPECIALITIES:** Strategic Board Level  
Commercial Marketer - B2B, B2C |  
Delivering scaled end-to-end tech-  
enabled marketing transformation



## KATHLEEN RUTH SAXTON

CMO | Omnicom MD  
| EMEA | MediaLink  
CEO | The Lighthouse  
Company Founder  
| PsychedGlobal  
Co-Founder

**SPECIALITIES:** Marketing | Leadership  
| Talent Management | Psychotherapy |  
Telling Truth To Power | Entrepreneurship  
| Event Creation and Curation | Fundraising  
| Mentoring | Willingness | Empathy



## 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 ISMAIL

Business leader |  
Author | Marketer

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



Represents an Honorary fellow

# L

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

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

Non-Executive Director | Hospitality & Leisure | Ex. Chairman | CEO | B2B & B2C

**SPECIALITIES:** Business Strategy | Development & Growth | Marketing | Branding | Business Negotiations | Business Partnerships | Communications



## 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



Represents an Honorary fellow



[Maddy Sim](#)  
[Mahmood Ahmed](#)  
[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
[Marc Nohr](#)  
[Margaret Molloy](#)  
[Marie Owen](#)  
[Mark Evans](#)  
[Mark Given](#)  
[Mark Gorman](#)  
[Martin Deboo](#)  
[Marting Glenn](#)  
[Lord Matthew J. Scheckner](#)  
[Matthew Barwell](#)  
[Matthias Blume](#)  
[Maurice Doyle](#)  
[Michael Inpong](#)  
[Mike Fairburn](#)  
[Sir Michael Perry GBE](#)  
[Mohammed Ismaeel](#)  
[Hameedaldin](#)



### MADDY SIM

Strategy Partner  
at Carat

**SPECIALITIES:** Advertising | Strategy  
| Research and Audience Insight |  
Data Analysis | Team Development



### 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



### MALCOLM 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



### MARC NOHR

Chairman |  
NED | Executive  
coach | Creative  
entrepreneur

**SPECIALITIES:** Leadership | Marketing |  
Innovation | Governance | Start-ups | M&A



### 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



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[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
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[Marie Owen](#)  
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[Matthias Blume](#)  
[Maurice Doyle](#)  
[Michael Inpong](#)  
[Mike Fairburn](#)  
[Sir Michael Perry GBE](#)  
[Mohammed Ismaeel](#)  
[Hameedaldin](#)



### MARIE OWEN

Founder and CEO,  
LS Productions

**SPECIALITIES:** Leadership | Entrepreneurship  
| Strategic Business Development | Managing  
Growth | Production Services | Location  
Services | Advertising | Fashion | Film and TV



### MARK EVANS

NED | Coach |  
Trustee | Advisor

**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



### 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



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[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
[Marc Nohr](#)  
[Margaret Molloy](#)  
[Marie Owen](#)  
[Mark Evans](#)  
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[Mark Gorman](#)  
[Martin Deboo](#)  
[Marting Glenn](#)  
[Lord Matthew J. Scheckner](#)  
[Matthew Barwell](#)  
[Matthias Blume](#)  
[Maurice Doyle](#)  
[Michael Inpong](#)  
[Mike Fairburn](#)  
[Sir Michael Perry GBE](#)  
[Mohammed Ismaeel](#)  
[Hameedaldin](#)



### 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 |  
Corporate Affairs  
| ESG | Innovation |  
Digital Transformation  
| FMCG Expert

**SPECIALITIES:** Strategic Brand Marketing  
| Creative | Innovation | Developed and  
Developing Markets | Digital Transformation  
| Sponsorship | Corporate Affairs | ESG |  
Sustainability | Team Development | M&A



### MATTHIAS BLUME

VP Marketing Asean  
& South Pacific The  
Coca-Cola Company  
VP Marketing

**SPECIALITIES:** Team development | Cross  
functional collaboration and influence, brand  
and portfolio management | Media agnostic  
communication development | Touch-point  
strategy incl. shopper activation,  
product innovation & renovation |  
Revenue growth management.



### 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



### MICHAEL INPONG

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

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



### MIKE FAIRBURN

GM - Sony Music  
MENA | MD - SRMGX  
| VP Marketing  
Flash (Ethra)

**SPECIALITIES:** Strategic Planning |  
Marketing | Leadership | Commercial  
| Business Development



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[Malcolm McDonald](#)  
[Malcolm Roughead](#)  
[Marc Nohr](#)  
[Margaret Molloy](#)  
[Marie Owen](#)  
[Mark Evans](#)  
[Mark Given](#)  
[Mark Gorman](#)  
[Martin Deboo](#)  
[Marting Glenn](#)  
[Lord Matthew J. Scheckner](#)  
[Matthew Barwell](#)  
[Matthias Blume](#)  
[Maurice Doyle](#)  
[Michael Inpong](#)  
[Mike Fairburn](#)  
[Sir Michael Perry GBE](#)  
[Mohammed Ismaeel](#)  
[Hameedaldin](#)



### SIR MICHAEL PERRY GBE

Global CEO | Chair |  
NED | Long retired



### MOHAMMED ISMAEEL HAMEEDALDIN

Chair TMS | CMO  
Visa CEMEA | Head  
of Marketing HSBC

**SPECIALITIES:** Brand & Marketing Strategy | Lead  
teams to drive growth & value to the bottom line  
| Mentoring | Agency/Relationships | Consulting



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[Naomi Walkland](#)[Natalya Ratner](#)[Nick Smith](#)[Nicki Denholm](#)[Nicola Thomson](#)[Nigel Gilbert](#)[Nigel Vaz](#)[Nina Bibby](#)[Nishma Robb](#)**NAOMI  
WALKLAND**VP EMEA & APAC  
Marketing Director  
| Advisor | NED**SPECIALITIES:** High-growth companies | Scale-up  
| Marketing | Tech | International Expansion**NATALYA  
RATNER**Marketing Director at  
Robotical |  
Board Advisor  
| Mentor**SPECIALITIES:** Marketing Strategy | Digital  
| Growth | Brand Marketing | Performance  
Marketing | NED/Board Advisory | Mentoring**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**NICKI  
DENHOLM**Founder and  
Executive Chair  
at Denholm  
Associates|Business  
Advisor| Author**SPECIALITIES:** Hiring Marketing Talent |  
Entrepreneurship | Leadership | Managing  
Growth | Employer Branding | Talent Acquisition  
|Career Coaching and Mentoring.**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

Represents an Honorary fellow



# 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

Naomi Walkland  
Natalya Ratner  
Nick Smith  
Nicki Denholm  
Nicola Thomson  
Nigel Gilbert  
Nigel Vaz  
Nina Bibby  
Nishma Robb



## 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)



## NINA BIBBY

SVP Consumer  
 Segment Marketing  
 | Verizon

**SPECIALITIES:** Commercial marketing  
 | Brand marketing | Marketing strategy,  
 planning and execution | P&L leadership |  
 Proposition development | Transformation/  
 change management | People leadership  
 and development | Plc Board NED



## NISHMA ROBB

Senior Director  
 | Brand and  
 Reputation Marketing  
 | Google UK

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



☆ Represents an Honorary fellow

# O

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

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Represents an Honorary fellow

[Pamela Scobbie](#)  
[Patrick Barwise](#)  
[Paul Condron](#)  
[Paul Coxhill](#)  
[Paul Menzies](#)  
[Paul Phillips](#)  
[Pauline Lamb Aylesbury](#)  
[Pete Markey](#)  
[Pete Martin](#)  
[Phil Barden](#)  
[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

Global Brand  
Director | Business  
Ambassador | Mentor

**SPECIALITIES:** Leadership | Mentoring, International Marketing | Luxury Marketing | Brand Growth | Communications | Innovation | New Product Development | Brand Partnerships & Collaborations, e-Commerce



### PAUL COXHILL

CEO | WARC |  
CMO | WGSN |  
Digital Marketing  
& Insight Director

**SPECIALITIES:** Strategy | Leadership | P&L management | M&A/integration | Digital | Proposition development | Subscription management | Insight | Marketing | Mentoring



### PAUL MENZIES

Brand Director –  
Beer Portfolio at  
C&C Group GB

**SPECIALITIES:** Brand and Marketing | Partnerships | FMCG | Leadership | Strengths based Coaching | Customer + Category Marketing | Field Sales



### 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!



Represents an Honorary fellow

# P

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

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



## 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



## 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 BARDEN

Managing Director  
DECODE | Ex CMO  
| Author | Speaker  
| Behavioural  
Science expert

**SPECIALITIES:** Marketing's about  
behaviour change. I combine brand  
management experience with behavioural  
science to drive brand growth via  
consulting, research, training and AI.



## PHIL SMITH

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

**SPECIALITIES:** Brands | Strategy | Food  
manufacture and retail | Turnarounds |  
Transformation | Digital | Policy | Regulation



Represents an Honorary fellow



# Q

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



Represents an Honorary fellow

# R

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

Rachel Eyre  
Raoul Pinnell  
Raj Kumar  
Rebecca Dibb-Simkin  
Richard Marsham  
Richard Simpson  
Rita Clifton CBE  
Rob Woodward  
Robert Moberly  
Rod Gillies  
Roisin Donnelly  
Rory Sutherland  
Ruth Rowan  
Ruth Saunders



## RACHEL EYRE

Chief Customer & Marketing Officer

**SPECIALITIES:** Customer service | Brand and product development | Marketing, price and promotions | Digital | Customer experience | Insight and PR



## RAOUL PINNELL

Chair MediServices Healthcare

**SPECIALITIES:** Experienced non-executive director in the health and care sector and the NHS | 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



## REBECCA DIBB-SIMKIN

Chief Marketing & Product Officer, Octopus Energy Group

**SPECIALITIES:** Getting customers, and keeping customers happy | Working really hard at understanding humans



## RICHARD MARSHAM

President | Chief Executive | NED | Chair | Private & Public sector experience

**SPECIALITIES:** Advertising | Marketing | Public and private sector | Digital marketing | Senior board experience | Working with private equity partners | NED and Chair experience for a variety of organisations



## RICHARD SIMPSON

Managing Director, Tayburn Co-Founder Limitless Innovations Group

**SPECIALITIES:** Helping people, teams and businesses to experience their vision through doing what they love and loving what they do



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[Raoul Pinnell](#)  
[Raj Kumar](#)  
[Rebecca Dibb-Simkin](#)  
[Richard Marsham](#)  
[Richard Simpson](#)  
[Rita Clifton CBE](#)  
[Rob Woodward](#)  
[Robert Moberly](#)  
[Rod Gillies](#)  
[Roisin Donnelly](#)  
[Rory Sutherland](#)  
[Ruth Rowan](#)  
[Ruth Saunders](#)



### **RITA CLIFTON CBE**

Portfolio Chair  
and non-executive  
director | Deputy  
Chair at JLP

**SPECIALITIES:** Boards | Brand strategy  
| Business leadership | Sustainability |  
Keynote speaker | Business writer



### **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 | Brand marketing across different  
drinks categories | Freelance LEGO  
designer | Author | Puzzle creator



### **ROISIN DONNELLY**

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

S

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



### **RORY SUTHERLAND**

Vice Chairman  
and Founder of  
the Behavioural  
Practice at  
Ogilvy UK

**SPECIALITIES:** Behavioural  
Science in Marketing | Insight,  
Creativity & General Mischief



Represents an Honorary fellow

Rachel Eyre  
Raoul Pinnell  
Raj Kumar  
Rebecca Dibb-Simkin  
Richard Marsham  
Richard Simpson  
Rita Clifton CBE  
Rob Woodward  
Robert Moberly  
Rod Gillies  
Roisin Donnelly  
Rory Sutherland  
Ruth Rowan  
Ruth Saunders



### 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



Represents an Honorary fellow



Sabah NaqushbandiSally EdwardsSandy KennedySara BennisonScott MorrisonSheila HooperShona McCarthySimon CrundenSimon GullifordSimon MichaelidesStephanie BrimacombeStephen MaherStephen WoodfordStephen WoodwardSteve RadcliffeSue AdkinsSyl Saller CBE**SABAH  
NAQUSHBANDI**

Managing Director -  
THE OUTNET  
Oversee business  
strategy, operations,  
and growth.

**SPECIALITIES:** Brand/business  
management | Customer experience and  
strategy | Marketing and performance

**SALLY  
EDWARDS**

Senior Adviser,  
Leisure Events  
and Festivals,  
Dubai Economy  
and Tourism

**SPECIALITIES:** Leadership | Marketing  
| Strategy | Partnership | Cultural  
Change | Organisational Development  
| Event Development and Execution |  
Coaching | Citywide Campaigns

**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**

Non-Executive  
Director | Board  
Advisor | Mentor

**SPECIALITIES:** Strategy | Brand | Marketing  
| Digital Transformation | Public Affairs  
| Internal Communications | Social  
Investment | ESG | Sponsorship

**SCOTT  
MORRISON**

Founder at the Boom!  
Powering up  
impact at pace for  
C-Suite leaders  
& their teams.

**SPECIALITIES:** C-Suite leadership impact |  
Board team cohesion | Creative leadership  
| Executive coaching | Keynote speaking

**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



Represents an Honorary fellow

Sabah Naqushbandi  
Sally Edwards  
Sandy Kennedy  
Sara Bennison  
Scott Morrison  
Sheila Hooper  
Shona McCarthy  
Simon Crunden  
Simon Gulliford  
Simon Michaelides  
Stephanie Brimacombe  
Stephen Maher  
Stephen Woodford  
Stephen Woodward  
Steve Radcliffe  
Sue Adkins  
Syl Saller CBE



### 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

CEO The  
Freethinking Group  
| Managing Director  
Republic of Media

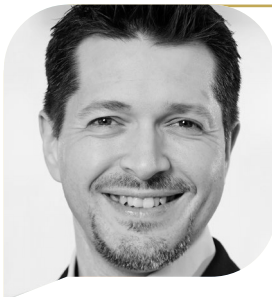
**SPECIALITIES:** Media planning  
| Media buying | Digital media |  
Strategy | Business transformation |  
Market research | Data visualisation |  
Programmatic media | Leadership



### SIMON GULLIFORD

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

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



### 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



### STEVE CHALLOUMA

Chief Marketing  
Officer | Nomad Foods

**SPECIALITIES:** General Management |  
Brand Building | Commercial Planning &  
Strategy | Innovation | FMCG | Revenue Growth  
Management | Pricing | M & A |  
Sustainability | Mentoring



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Sabah NaqushbandiSally EdwardsSandy KennedySara BennisonScott MorrisonSheila HooperShona McCarthySimon CrundenSimon GullifordSimon MichaelidesStephanie BrimacombeStephen MaherStephen WoodfordStephen WoodwardSteve RadcliffeSue AdkinsSyl Saller CBE**STEPHEN MAHER**

Chair/CEO  
MBASTack | 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 WOODFORD**

CEO, Advertising  
Association | Governor,  
Ravensbourne  
University |  
Trustee History of  
Advertising Trust

**SPECIALITIES:** Mentoring | Strategic  
advice for start-ups/scale ups |  
Sustainability in advertising

**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

**SUE ADKINS**

Founder of The  
Collaborative Action  
Network/ International  
Director Corporate  
Responsibility

**SPECIALITIES:** Strategy development | Board  
engagement | ESG | Employee engagement |  
Corporate responsibility | Risk Management  
| Marketing | Cause related marketing  
| NGO | Partnerships | Connector

**SYL SALLER CBE**

Executive Coach  
| Board Member  
| President  
Marketing Society

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



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# 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

Tamara Littleton

Tamara Strauss

Tess Alps

Thomas Barta

Thomas Delabriere

Tim Ambler

Tony Scouller



## TAMARA LITTLETON

Founder and CEO of The Social Element | Co-Founder of Polpeo | Speaker | Crisis and leadership trainer

**SPECIALITIES:** Inclusive leadership | Social media strategy, content and communications delivery at scale for brands | Crisis management and preparation | Remote first working | Company culture | LGBTQ+ industry champion



## TAMARA STRAUSS

Global Customer Director

**SPECIALITIES:** Brand marketing | Product development | 121 marketing | B2B marketing



## TESS ALPS

NED Channel 4 | Previously Chair Thinkbox & PHD | ITV Sales Director

**{SPECIALITIES:** Media planning TV and video | Trade Body Marketing | Media research | advertising regulation



## THOMAS BARTA

Keynote speaking, marketing leadership masterclass, marketing strategy, c-suite strategy, leadership strategy

**SPECIALITIES:** Marketing leadership keynotes



## 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

Previous; Joint MD of IDV & Senior Fellow (Marketing) London Business School | Current; Senior Fellow, Adam Smith Institute

**SPECIALITIES:** Relationship marketing | Marketing metrics and performance evaluation | Brand equity | How advertising works | Iconoclasm



Represents an Honorary fellow



# 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

- [Tamara Littleton](#)
- [Tamara Strauss](#)
- [Tess Alps](#)
- [Thomas Barta](#)
- [Thomas Delabriere](#)
- [Tim Ambler](#)
- [Tony Scouller](#)





**TONY  
SCOULLER**

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

**SPECIALITIES:** Marketing | Advertising | Liquor




 Represents an Honorary fellow

# U

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

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# V

Vicki Miller  
Vicky Bullen

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



**VICKI MILLER**  
Chief Executive  
Officer, VisitScotland



**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



☆ Represents an Honorary fellow

Wendy Walker  
Will Whitehorn



### WENDY WALKER

SVP & Chief  
Marketing Officer  
| Non-Executive  
Director | Global  
Creative Leader |  
KeyNote Speaker

**SPECIALITIES:** Creative Leadership | B2B  
| B2C | Brand Strategy & Development |  
Planning | Strategy | Value Creation | Customer  
Experience | Data & Analytics, CRM & Loyalty  
| Digital | Diveristy & Inclusion | Coaching  
& Mentoring Board Engagements.



### 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



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# Y

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



Represents an Honorary fellow

# Z

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



Represents an Honorary fellow