

## Introducing our Fellows for 2025



The Marketing Society Annual Dinner has always been about reflecting on the year that's gone and celebrating our industry's achievements. Announcing our new Fellows is the pinnacle of that celebration.

The Marketing Society Fellowship is our highest and most prestigious accolade, awarded to outstanding marketing leaders who have achieved significant success in the markets they've worked in and made an active contribution to The Marketing Society and our industry more broadly.

We're thrilled to celebrate the exceptional accomplishments of our 2025 Fellows of The Marketing Society, so read on to find out more about their impressive work and achievements and be inspired by their remarkable journeys.

They join a very special group of those leading the conversation in marketing, who have done brilliantly in their careers but more than that, they are people who care about shaping the marketing industry positively and indeed making a difference in the world.



**Amina Taher**  
UAE

Amina is CMO at Wio Bank and an accomplished marketing leader with extensive experience across the financial services sector in the UAE and wider Middle East region.

As Chair of The Marketing Society's UAE hub and a founding leader of the Abu Dhabi launch, Amina has been instrumental in building and expanding the Society's presence in the region. She brings strategic vision and deep board-level expertise, having served on numerous high-profile boards in the UAE. Her leadership extends beyond marketing into broader business strategy, demonstrating how marketing thinking can drive organisational transformation and growth.

Amina was the cover star of Emirates Woman's 'The Bold Issue' (October 2024) and a winner for the Emirates Woman 'Woman of the Year' Awards 2025, further cementing her position as one of the region's most respected marketing leaders. She has also been recognised by Forbes Middle East's 'Top 50 Power Businesswomen' and featured in Elle Arabia, highlighting her influence not just within marketing circles but across the business community.

A dedicated supporter of The Marketing Society, Amina has served as an awards judge, speaker, and adviser, demonstrating a sustained commitment to uplifting the marketing community locally and globally. Her work in championing gender equality initiatives and mentoring emerging talent has made a lasting impact on the profession.



## **Vikram Krishna**

### **UAE**

Vikram is Co-Founder of Sacred Groves, a pioneering conservation platform, and one of the UAE's most respected marketing leaders with extensive experience in financial services.

Previously serving as EVP of Marketing & Head of Customer Experience at Emirates NBD, Vikram established himself as a strategic thinker who understands how to build brands that connect deeply with customers whilst driving business performance. His marketing career has been characterised by innovation, customer-centricity and a commitment to excellence that has influenced the broader marketing community across the region.

Following his corporate career, Vikram has focused his attention on conservationism, co-founding Sacred Groves with his wife, Monisha. Sacred Groves is a platform that enables environmentally sensitive individuals and companies to take meaningful action in protecting the planet's biodiverse habitats. Through this initiative, Vikram and The Marketing Society's members have saved 4,200 square feet of forest across the UK and Canada, demonstrating how marketing skills can be applied to drive positive environmental change.

A committed, long-standing member of The Marketing Society, Vikram has served as an awards judge and has been instrumental in helping shape the UAE conference. He is a changemaker who inspires others to think beyond commercial objectives and consider the broader impact of their work on society and the environment.



**Lynette Pang**  
Singapore

Lynette is Deputy CEO at Singapore's National Arts Council, where she champions arts and culture initiatives that fuse creativity with public engagement.

Widely respected across Asia-Pacific for her strategic leadership, Lynette has driven national campaigns to showcase Singapore's creative identity internationally, demonstrating a deep commitment to elevating marketing as a force for public good and civic culture. Her work sits at the intersection of arts, culture and commerce, proving how marketing thinking can enrich society whilst building Singapore's reputation as a global creative hub.

As a thoughtful and visionary marketer, Lynette understands the power of storytelling and brand building in the cultural sector. She has pioneered innovative approaches to audience engagement and development, making the arts more accessible whilst maintaining artistic integrity and excellence. Her leadership has influenced how cultural organisations across the region think about marketing and audience strategy.

Lynette's role on The Marketing Society's Board has been thoughtful and impactful. She brings a unique perspective that enriches discussions about marketing's role in society and has been generous in sharing her expertise with the broader marketing community. Her commitment to raising standards and championing creativity makes her an exemplary Fellow.



**Ed Bell**  
**Hong Kong**

Ed is General Manager at Cathay Pacific, one of Asia's most iconic airline brands, where he has demonstrated exceptional leadership in steering the brand's post-pandemic recovery.

A The Marketing Society board member in Hong Kong, Ed consistently shows up to support the Society's local and global work, demonstrating a genuine commitment to the marketing community. His strategic thinking and collaborative approach have been invaluable in shaping the Society's development in the region.

Ed has been repeatedly featured on Campaign Asia's Asia-Pacific Power List (2023-25) for steering Cathay Pacific's brand recovery through major campaigns across loyalty strategy, sustainability (including the SAF programme) and the globally launched 'Every Move Counts' and Aria Suite storytelling campaigns. These initiatives significantly improved brand perception and consideration across markets, demonstrating his ability to build emotionally resonant campaigns that drive commercial results.

His work exemplifies how marketing can rebuild trust and desire in challenging times, positioning Cathay Pacific not just as a transport provider but as a brand that understands and enhances the travel experience. Ed's leadership extends beyond his own organisation, as he actively contributes to raising marketing standards across the aviation sector and beyond.



**Suresh Raj**  
New York

Suresh is Chief Growth Officer at M+C Saatchi North America, appointed as the region's first CGO in 2025, bringing nearly 30 years of marketing leadership experience.

Throughout his career, Suresh has held senior roles at McCann, Ogilvy, Virtue and now M&C Saatchi, consistently demonstrating an ability to drive growth through culturally intelligent marketing strategies. He is recognised globally as a leader who understands how to navigate diverse markets and create campaigns that resonate across cultural boundaries whilst maintaining authenticity and relevance.

A vocal champion of diverse representation in marketing, Suresh has been recognised across prestigious panels including Cannes Lions and ADWEEK Pride. His commitment to championing underrepresented voices in the industry has made him a role model for others and has helped shape more inclusive marketing practices across the agencies he has led.

Suresh's collaboration with The Marketing Society on sonic branding and his unwavering support of the Society's global initiatives speak to his ongoing commitment to advancing the profession. He is a change leader who uses his platform to drive positive industry transformation, making him a highly deserving Fellow.



**Ritchie Mehta**  
England

Ritchie is Founder of School of Marketing and a tireless advocate for inclusive access to marketing careers and education.

He created the UK's largest marketing mentoring programme, supporting over 3,000 young people annually with more than 150 mentors. This initiative has transformed lives by providing young people from all backgrounds with access to career guidance, role models and opportunities they might otherwise never have encountered. His work directly addresses the diversity challenges facing the marketing profession and has inspired similar initiatives across the industry. Ritchie has received numerous accolades, including The Marketing Society Award for Contributions to the Industry, and DE&I Champion by Management Today and GG2. He co-hosts 'The Places We'll Go Marketing Show', inspiring diverse audiences through over 200 podcast episodes that democratise marketing knowledge and showcase the breadth of career paths available in the profession. He is also an Honorary Fellow at Cambridge Judge Business School, where he co-developed national-scale digital skills programmes benefiting more than 18,000 learners.

A long-time supporter of The Marketing Society, Ritchie has spoken at events, contributed to content and community initiatives, and advised on the evolution of the Society's mentoring programme. His deep commitment to raising industry standards, social mobility, and empowering the next generation exemplifies the values of The Marketing Society Fellowship.



**Mark Sandys**  
England

Mark is Chief Innovation Officer at Diageo, where he leads the company's global innovation, sustainability and R&D work.

With over 25 years at Diageo and serving as Chief Innovation Officer since 2022, Mark has been instrumental in transforming how iconic brands like Guinness, Johnnie Walker and Smirnoff engage consumers globally. His strategic application of consumer data, generative AI, and deeper first-party insights has positioned Diageo at the forefront of brand innovation in the industry, demonstrating how technology and creativity can work together to drive growth.

Mark's approach to innovation is characterised by rigorous consumer understanding combined with bold creative thinking. He has pioneered new ways of working that break down silos between marketing, innovation and R&D, creating a more integrated approach to brand building that delivers both immediate commercial results and long-term brand equity.

An active The Marketing Society Member, speaker and awards judge, Mark has contributed consistently to the Society's events and brand initiatives. His willingness to share insights from his work at Diageo has helped raise standards across the industry and inspired other marketers to think more ambitiously about innovation.



**Rebecca Hirst**  
England

Rebecca is Global Brand, Marketing & Communications Leader at EY, where she has transformed the role of marketing in professional services.

Rebecca has led marketing across diverse sectors including FMCG, technology and professional services, bringing her expertise to some of the world's most respected brands including Coca-Cola and Samsung before joining EY. Her brilliant leadership has consistently raised the bar for B2B marketing, shining a spotlight on the discipline in a sector where reputation, trust and enterprise storytelling are critical.

She has shown how marketing can be a powerful driver of growth, aligned directly with business strategy and EY's purpose of building a better working world. Her work demonstrates that B2B marketing, when done exceptionally well, can be just as creative, impactful and commercially successful as consumer marketing.

Rebecca's achievements are widely recognised. She has been named one of Marketing Week's Top 100 Most Effective Marketers and honoured in Campaign's 40 over 40. Beyond her leadership roles, she contributes generously to the industry as a judge for The Marketing Society Awards, as a mentor, a board adviser, and through her TEDx speaking engagements and advocacy for leader wellbeing. She exemplifies the values of leadership, integrity and influence that define a Marketing Society Fellow. Through her vision, impact and generosity, she inspires others and raises standards across the profession.



**Tamara Rogers**  
England

Tamara is Global Chief Marketing Officer at Haleon, where she combines board-level strategic leadership with purpose-driven innovation.

As CMO of Haleon (formerly GSK Consumer Healthcare), Tamara spearheaded the 'Brands with Humanity' strategy, which fundamentally reshaped how the company approaches brand building. This philosophy recognises that in healthcare, brands must combine scientific credibility with genuine empathy and understanding of consumer needs, creating connections that go beyond functional benefits.

Tamara introduced industry-first AI-based creative effectiveness tools and invested heavily in digital transformation, delivering double-digit ROI improvements across core brands like Sensodyne and Voltarol. Her commitment to embedding empathy, science and sustainable growth in marketing sets a benchmark for brand-led change in the healthcare sector and beyond.

A vocal judge and champion of The Marketing Society's programmes, Tamara brings both strategic rigour and creative ambition to everything she does. Her leadership demonstrates how marketing can drive growth whilst maintaining a strong sense of purpose and responsibility to consumers and society.



**AJ Coyne**  
England

AJ is VP Marketing at Monzo, appointed in early 2025, and formerly Global Brand VP at Klarna, where he built a reputation as one of the most creative and effective marketers in financial services.

Widely recognised in Campaign's Power 100 list, AJ is known for spearheading standout campaigns like 'That's smooth' at Klarna, which demonstrated his ability to inject personality and cultural relevance into financial services marketing. His work has consistently shown how brands in traditionally serious categories can connect with consumers through creativity, humour and authentic cultural engagement.

AJ's ability to connect people to what money really means, to shift perceptions and embed brands in culture has inspired many marketers to think more ambitiously about what's possible in financial services. His strategic insight, creative bravery and commitment to customer-centred brand building have made him a role model for others in the sector.

An enthusiastic advocate for The Marketing Society, AJ has served as a judge for the awards, spoken at events, and driven conversations on innovation in marketing. His willingness to share insights and challenge conventional thinking has made a valuable contribution to the marketing community.



**Becky Moffat**  
England

Becky is Chief Customer Officer for Retail Banking and Wealth at HSBC UK, having previously served as Chief Marketing Officer at HSBC UK, where she built a remarkable career.

Throughout her tenure, Becky has consistently demonstrated bold strategic thinking and a deep commitment to building trusted, customer-centric brands. She is widely respected as a collaborative leader who has shaped marketing not just within HSBC but across the financial services sector, raising standards and championing the value of marketing at board level.

Becky's work has shown how marketing in financial services can drive growth by building genuine trust and understanding with customers. She has pioneered approaches that put customer needs at the heart of strategy, whilst ensuring marketing's contribution to business performance is clearly understood and valued by senior stakeholders.

Beyond her corporate achievements, Becky is a generous supporter of talent and diversity in the profession, mentoring emerging leaders and creating opportunities for others to thrive. Her track record of impact, leadership and advocacy for marketing as a force for growth and good makes her an outstanding Fellow of The Marketing Society.



**Richard Morris**  
**England**

Richard is CEO UK & EMEA at IPG Mediabrands, where he has transformed the organisation into a truly collaborative, high-performing global network. Widely recognised for creating an inclusive, people-centred culture, Richard has championed diversity, equity, inclusion and sustainability whilst guiding agencies such as UM, Initiative and Mediahub to global acclaim, including multiple 'Media Agency of the Year' titles. His leadership demonstrates that commercial success and positive workplace culture are not mutually exclusive but rather mutually reinforcing.

Under Richard's leadership, Mediabrands UK achieved IAB Gold Standard certification, proving his commitment to ethical, responsible advertising. He has set new benchmarks for how media agencies can operate with integrity whilst delivering outstanding results for clients, demonstrating that doing the right thing is also good for business.

A member of the IPA governing body, Richard is admired across the industry as a brave, visionary leader who sets the standard for positive, responsible growth. His support for The Marketing Society through partnership and advocacy has been invaluable, and his commitment to raising industry standards makes him a deserving Fellow.



**Claire Prentice**  
Scotland

Claire has been the Chair of The Marketing Society Scotland Advisory Board over the last 2 years and led on a range of key projects including our education programmes.

She started her marketing career agency -side with Blue Chip and then The Union. Following a secondment at the Scottish Government she secured a full-time role there in 2016 as a Senior Marketing Manager – Health , then Head of Safer and Greener Marketing before moving to Head of Marketing , Brand Scotland in 2020. She was confirmed in her current role in 2024.



**Emma Heath**  
Scotland

Starting her marketing career at The Leith Agency, Emma joined Scottish Courage Limited as a Brand Manager in 1996. She joined Maxxium UK in 2000 where she progressed through a variety of senior roles over 14 years working on a range of global spirits brands.

She joined the board of Nairn's as Head of Marketing in 2015 before taking on her current role at Quality Meat Scotland in 2023.

Emma was part of the first The Marketing Society Scotland Council and led key initiatives including the development of the Star Marketing Student Award now established for over 20 years.



## **Dr Mark Fowlestone**

### **Scotland**

Mark began his career with Ogilvy & Mather in London before rising through the ranks to become MD at KLP Euro RSCG in Edinburgh. He co-founded Multiply in 2003 multi – award winning creative agency and a Times Top 100 UK Company best places to work.

He has a Doctorate centred on branding , storytelling and creative cultures and has spoken at many events for The Marketing Society including the Amplify Debate earlier this year.

Mark sits on The Marketing Society Advisory Board and helped develop our programme of Trendspotting events now in its 15th year and is still going from strength to strength.



**Simon Watson**  
**Scotland**

Simon started his media career in 2008 at Carat before joining Mediacom in 2013 and then Republic of Media in 2015.

As a Director at Republic of Media , Numodo and parent company The Freethinking Group Simon has an impressive track record in building high performing and award- winning teams in both their Edinburgh and Manchester offices.

The Republic of Media has won many Marketing Society Scotland Gold Star Awards over the years including Agency of the Year and also Agency Employer Brand of the Year.

Simon sits on our Advisory Board and is a long-term sponsor, supporter and speaker at Digital Day.