



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
Adrian Last
AJ Coyne
Alex Batchelor
Ali Findlay
Alison Gibb
Alison Orsi
Amanda MacKenzie OBE
Amina Taher
Andrew Au
Andrew Harrison
Andrew Marsden
Andrew Nebel MBA
Andrew Strange
Andrew Warner
Andrew Wilson
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



ADRIAN LAST

Global CMO, ITV Studios



SPECIALITIES: Driving brand growth | Shaping marketing strategy | Leading commercial & creative teams | Supporting leaders through coaching | Strengthening stakeholder relationships | Helping organisations grow with clarity & purpose



AJ COYNE

VP Marketing & Growth, Monzo | Chief Marketing and Growth Officer

SPECIALITIES: Marketing | Growth, Brand | Data, Lifecycle | Product, Journeys | Creativity | PR | Comms | Operations | AI



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



REPRESENTS AN HONORARY FELLOW



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



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Archie Norman
Asad Rehman



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

[in](#) [X](#)



ALISON ORSI
Global CMO | NED | Trustee | Mentor

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

[in](#) [X](#)



AMANDA MACKENZIE OBE
CEO BITC | NED Lloyds Banking Group | Chair RB committee

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

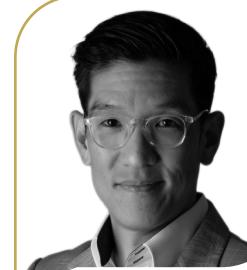
[in](#) [X](#)



AMINA TAHER
Chief Marketing Officer, Wio Bank. UAE Chair, The Marketing Society, Board Member, Bloom Holdings

SPECIALITIES: Leadership | Public service | Entrepreneurship | Mentoring. I build successful teams, champion women's empowerment, and bring a deep passion for sports, business, and cultural exchange.

[in](#) [X](#)



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

SPECIALITIES: Agency leadership | Business development | Transformation | Strategy

[in](#) [X](#)



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

[in](#) [X](#)



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Annabel Venner
Anthony Thomson
Archie Norman
Asad Rehman



ANDREW MARDSEN

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



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



ANDREW WILSON

Director of
Communications,
Marketing and
Responsible
Banking, Santander
UK plc

SPECIALITIES: Joining dots ensuring disciplines
combine to more than sum of their parts. Best
in complex organisations and special situations.
Enjoy developing people, teams and self.



ANGUS MELDRUM

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



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Andrew Strange
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Andrew Wilson
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Angus Meldrum
Annabel Venner
Anthony Thomson
Archie Norman
Asad Rehman



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)



ARCHIE NORMAN

Chairman | Marks and Spencer plc

SPECIALITIES:



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



REPRESENTS AN HONORARY FELLOW

Barry Fearn
Becky Brock
Benny Higgins
Beverley Hart
Briget 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

**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



REPRESENTS AN HONORARY FELLOW

Cara Chambers
Charlie Dawson
Charlotte Oades
Cheryl Calverley
Chris Baréz-Brown
Chris Griffin
Chris MacLeod
Cilla Snowball CBE
Clare Prentice
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



CHARLOTTE OADES

NED | Board Advisor



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



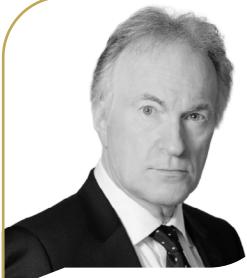
CHRIS GRIFFIN

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



REPRESENTS AN HONORARY FELLOW

Cara Chambers
Charlie Dawson
Charlotte Oades
Cheryl Calverley
Chris Baréz-Brown
Chris Griffin
Chris MacLeod
Cilla Snowball CBE
Clare Prentice
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 PRENTICE

Head of Marketing & Brand at The Scottish Government, and Chair of the Advisory Board at The Marketing Society Scotland



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



REPRESENTS AN HONORARY FELLOW

Darren Chuckry
 Daryl Fielding
 David Allfrey MBE FRGS
 David Amers
 David Clayton Smith
 Dr David Eustace
 Dr David Pearson
 Deborah Cutler-Hoskins
 Dino Myers-Lampsey
 Dominic Grounsell
 Dougal Sharp



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



DAVID AMERS

Planning Partner at Leith | Leading the strategy across key clients

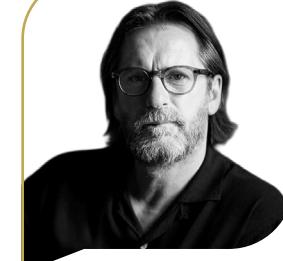
SPECIALITIES: Energy | Leadership | Culture Change | Creative | Mental Well Being | Having a mighty fine time!



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



★ REPRESENTS AN HONORARY FELLOW

Darren Chucky
 Daryl Fielding
 David Allfrey MBE FRGS
 David Amers
 David Clayton Smith
 Dr David Eustace
 Dr David Pearson
 Deborah Cutler-Hoskins
 Dino Myers-Lampsey
 Dominic Grounsell
 Dougal Sharp



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-LAMPSEY

Founder | CSO | Advisor | Mentor | NED



DOMINIC GROUNSELL

Managing Director – UK & Ireland Digital

SPECIALITIES: General Management | Commercial & Marketing



DOUGAL SHARP

Founder & Master Brewer

SPECIALITIES: Business & Brand leadership & strategy | Beer making



★ REPRESENTS AN HONORARY FELLOW

Edwina Dunn OBE
 Elise MacDonald
 Ellie Norman
 Emma Harris
 Emma Heath
 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 Scotland

SPECIALITIES: Events | Conferences |
 Award ceremonies | Experiential |
 Brand activation, live, virtual, hybrid



ELLIE NORMAN

Global CMO |
 NED | Marketing
 Academy Fellow
 | Mentor



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



EMMA HEATH

Director of
 Marketing at
 Quality Meat
 Scotland

SPECIALITIES: Food & Drink Marketing | Consumer
 Research | Marketing Strategy | Packaging
 & Branding | NPD | Advertising | Agency
 Management | Scottish Brands | Company
 Culture & Employee Engagement | Student
 Mentoring | Championing Women in Business



ERICA KERNER

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



★ REPRESENTS AN HONORARY FELLOW

Fiona Burton
Fiona Proudler
Fiona Stewart



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



REPRESENTS AN HONORARY FELLOW

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



GEMMA GREAVES

Founder Cabal |
 Co Founder
 Nurture

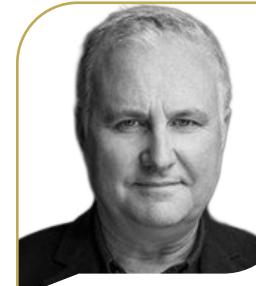
SPECIALITIES: Connecting people and curating experiences/events to drive change | Community building; membership and partnership creation | Motivational speaker and facilitator | Mentor and talent management



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



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



★ REPRESENTS AN HONORARY FELLOW

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



REPRESENTS AN HONORARY FELLOW

Helen Campbell
Helen Tupper
Hugh Davidson
Huw Pennell



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



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

Ian Armstrong
Ian McAteer
Iain Valentine



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



IAIN VALENTINE

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



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J

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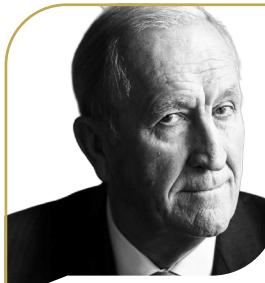
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Jason Foo
Jerry Buhmann
Jessica Myers
Jill Walker
Jim Kelly
Joanne Lynn
John Allert
John Botia
John Denholm
John Gilbert
Sir John Hegarty
John Hooper CBE
John Kearon
John Zealley
Josh Krichetski
Julian Boulding
Julie Doleman
Juliet Simpson
Justin King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



REPRESENTS AN HONORARY FELLOW

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 Krichefski
 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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John Hooper CBE
John Kearon
John Zealley
Josh Krichefski
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

[in](#) [X](#)



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

[in](#) [X](#)



JOHN DENHOLM

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

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

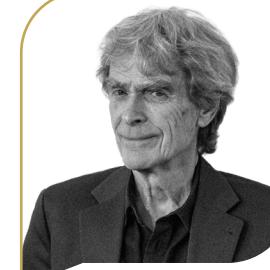
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JOHN GILBERT
Owner financial research consultancy | University board member | Vacation rentals owner

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

[in](#) [X](#)



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

[in](#) [X](#)



JOHN HOOPER CBE
Retired

SPECIALITIES: N/A



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 Jason Foo
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 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



JOSH KRICHESKI

Global COO
 MediaCom



JULIAN BOULDING

Founder &
 President,
 thenetworkone |
 Warden, Worshipful
 Company of
 Marketors

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



JULIET SIMPSON

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



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John Gilbert
Sir John Hegarty
John Hooper CBE
John Kearon
John Zealley
Josh Krichefski
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

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REPRESENTS AN HONORARY FELLOW

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)



KATHLEEN RUTH
SAXTON

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



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



★ REPRESENTS AN HONORARY FELLOW

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



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



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



REPRESENTS AN HONORARY FELLOW

[Len Louis](#)
[Lesley Alexander](#)
[Lindsey Clay](#)
[Lisl MacDonald](#)
[Louise Fraser](#)
[Louise Killough](#)
[Lynette Pang](#)



**LYNETTE PANG
HSU LYIN**

Deputy CEO | Drives arts development strategy, partnerships, research, digital innovation and marketing.

SPECIALITIES: Specialises in Strategic Marketing, Destination Branding and Arts, Entertainment & Tourism Development with expertise in Business Growth, Partnerships and Audience Engagement.



REPRESENTS AN HONORARY FELLOW

Maddy Sim
Mahmood Ahmed
Malcolm McDonald
Malcolm Roughead
Marc Nohr
Margaret Molloy
Marie Owen
Mark Evans
Dr Mark Fowlestone
Mark Given
Mark Gorman
Mark Sandys
Martin Deboo
Marting Glenn
Lord Matthew J. Scheckner
Matthew Barwell
Matthias Blume
Maurice Doyle
Michael Inpong
Sir Michael Perry GBE
Mike Fairburn
Mohammed Ismaael
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



MALCOM MCDONALD

Professor of Marketing at six Universities | Non Executive Director



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



MARGARET MOLLOY

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



REPRESENTS AN HONORARY FELLOW

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

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



MARIE OWEN

Founder and CEO,
LS Productions



MARK EVANS

NED | Coach |
Trustee | Advisor



DR. MARK FOWLESTONE

Partner - Multiply |
Leading Multiply's
Strategy, Planning
& NPD capabilities

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



SPECIALITIES: Marketing | Digital | Leadership |
Strategy | Coaching | Mentoring | NED/Advisory



SPECIALITIES: Brand strategy and storytelling,
specifically across the global food & drink
industry. My focus lies in innovation,
evolution and relentless energy!



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



MARK SANDYS

Chief Innovation
Officer, Diageo /
Global Category
Leader



SPECIALITIES: I transform brands, businesses
and people through Innovation, Creativity
and Strategy. Deep global experience,
particularly in emerging markets. Drinks
Industry authority - especially Guinness

 REPRESENTS AN HONORARY FELLOW

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

Maddy Slim
Mahmood Ahmed
Malcolm McDonald
Malcolm Roughead
Marc Nohr
Margaret Molloy
Marie Owen
Mark Evans
Dr Mark Fowlestone
Mark Given
Mark Gorman
Mark Sandys
Martin Deboo
Marting Glenn
Lord Matthew J. Scheckner
Matthew Barwell
Matthias Blume
Maurice Doyle
Michael Inpong
Sir Michael Perry GBE
Mike Fairburn
Mohammed Ismaael
Hameedaldin



**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



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

Maddy Slim
Mahmood Ahmed
Malcolm McDonald
Malcolm Roughead
Marc Nohr
Margaret Molloy
Marie Owen
Mark Evans
Dr Mark Fowlestone
Mark Given
Mark Gorman
Mark Sandys
Martin Deboo
Marting Glenn
Lord Matthew J. Scheckner
Matthew Barwell
Matthias Blume
Maurice Doyle
Michael Inpong
Sir Michael Perry GBE
Mike Fairburn
Mohammed Ismaael
Hameedaldin



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



**SIR MICHAEL
PERRY GBE**

Global CEO |
Chair | NED |
Long retired



MIKE FAIRBURN

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



**MOHAMMED
ISMAEEL
HAMEEALDIN**

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



REPRESENTS AN HONORARY FELLOW

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 Roboticl |
Board Advisor
| Mentor

SPECIALITIES: Marketing Strategy | Digital | Growth | Brand Marketing | Performance Marketing | NED/Board Advisory | Mentoring



NICK SMITH

Partner | CMO
| Entrepreneur |
Founder | Mentor



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



REPRESENTS AN HONORARY FELLOW

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

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



PAMELA SCOBbie
 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



PAUL CONDRON

Global Brand Director | Business Ambassador | Mentor



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

Pamela Scobbie
 Patrick Barwise
 Paul Condron
 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

Rachel Eyre
Raoul Pinnell
Raj Kumar
Rebecca Dibb-Simkin
Rebecca Hirst
Richard Marsham
Richard Morris
Richard Simpson
Ritchie Mehta
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



REBECCA DIBB-SIMKIN

Chief Marketing & Product Officer, Octopus Energy Group

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



REBECCA HIRST

Brand | Marketing and Communications Leader | Global Consulting | EY

SPECIALITIES: Campaign 40 over 40 winner | Marketing Week Top 100 Most Effective Marketers | TEDx Speaker & Host | Judge @ The Marketing Society Awards | Board Advisor.



RICHARD MARSHAM

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



REPRESENTS AN HONORARY FELLOW

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



RICHARD MORRIS

CEO UK & EMEA,
 IPG Mediabrands |
 CEO UK & EMEA,
 IPG Mediabrands |
 Trustee, WaterAid

SPECIALITIES: Leadership and Executive Management | Strategy | Growth | Media | Performance |Fundraising



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



RITCHIE MEHTA

Founder, School of Marketing | Entrepreneur | educator | marketer, author, podcaster | strategist | mentor, connector | leader.



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



REPRESENTS AN HONORARY FELLOW

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



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

SPECIALITIES: 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



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

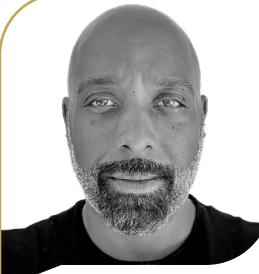
SPECIALITIES: Entrepreneurship | Scaleups | Startups | Ecosystem building | Venture capital | Public policy | Speaker and columnist on entrepreneurship, entrepreneurial leadership | Government policy



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](#)

[Simon Watson](#)

[Stephanie Brimacombe](#)

[Steve Challouma](#)

[Stephen Maher](#)

[Stephen Woodford](#)

[Stephen Woodward](#)

[Steve Radcliffe](#)

[Sue Adkins](#)

[Suresh Raj](#)

[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



SIMON WATSON

Operations
Director - Republic
of Media & The
Freethinking Group

SPECIALITIES: Digital Media Planning & Buying | Programmatic | Brand Suitability in Digital Media, Commercial & Trading | Operations | Partnerships | Sustainable Media Planning & Buying | Leadership & Team Building



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



REPRESENTS AN HONORARY FELLOW

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



**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



**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



REPRESENTS AN HONORARY FELLOW

[Sabah Naqshbandi](#)[Sally Edwards](#)[Sandy Kennedy](#)[Sara Bennison](#)[Scott Morrison](#)[Sheila Hooper](#)[Shona McCarthy](#)[Simon Crunden](#)[Simon Gulliford](#)[Simon Michaelides](#)[Simon Watson](#)[Stephanie Brimacombe](#)[Steve Chalouma](#)[Stephen Maher](#)[Stephen Woodford](#)[Stephen Woodward](#)[Steve Radcliffe](#)[Sue Adkins](#)[Suresh Raj](#)[Syl Saller CBE](#)**SURESH RAJ**

Chief Growth Officer, M+C Saatchi North America | Growth and Revenue Lead, Culture and Operational co-contributor

SPECIALITIES: Driving growth in revenue and margin | Strategic GTM planning and execution | Delivering transformative work culture that leads to growth | Across fully integrated marketing expertise

**SYL
SALLER CBE**

Executive Coach | Board Member | President Marketing Society



 REPRESENTS AN HONORARY FELLOW

Tamara Littleton
Tamara Rogers
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 ROGERS

Chief Marketing Officer, Haleon | CMO, Haleon | NED Greggs | Chair GSCF Industry Association



TAMARA STRAUSS

Global Customer Director



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



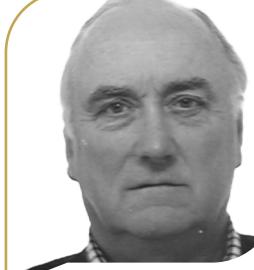
REPRESENTS AN HONORARY FELLOW

Tamara Littleton
Tamara Rogers
Tamara Strauss
Tess Alps
Thomas Barta
Thomas Delabriere
Tim Ambler
Tony Scouller

**TIM AMBLER**

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

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



REPRESENTS AN HONORARY FELLOW

Vicki Miller
Vicky Bullen
Vikram Krishna

**VICKI MILLER**

Chief Executive Officer, VisitScotland

SPECIALITIES: Tourism and destination marketing | Customer experience strategy | Digital and content channels | Sustainable and responsible tourism | Stakeholder collaboration | Inclusive growth | Visitor economy leadership.

**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

**VIKRAM KRISHNA**

Co-Founder & Chairperson, Sacred Groves | Brand Partnerships, Strategy, Forest Management & Funding

SPECIALITIES: I have significantly contributed across Marketing, Brand Management, Products, Customer Experience, Sales, Analytics, Sustainability and running successful businesses in complex market conditions.



REPRESENTS AN HONORARY FELLOW

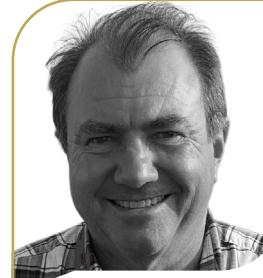
Wendy Walker
Will Whitehorn



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 | Diversisty & 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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