



FELLOWS

OF THE MARKETING SOCIETY



A

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

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

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



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



REPRESENTS AN HONORARY FELLOW

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Asad Rehman

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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



AMANDA MACKENZIE OBE

CEO BITC | NED
 Lloyds Banking Group | Chair
 RB committee

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



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.



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



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ANDREW MARSDEN
 Business Strategy
 Consultant |
 Chair | NED

SPECIALITIES: Corporate Strategy | Brand
 Positioning | CEO Mentoring

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



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

SPECIALITIES: Marketing | Communications
 | Charity | Fundraising | Healthcare

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



ANDREW STRANGE
 NED Chairman |
 Advisor | Investor

SPECIALITIES: Marketing Technology
 Consultant Strategist | Scale-up Specialist

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



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

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



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.

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



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

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Andrew Wilson
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Annabel Venner
Anthony Thomson
Archie Norman
Asad Rehman

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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:



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

B

Barry Fearn
Becky Brock
Benny Higgins
Beverley Hart
Bridget Jackson

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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



REPRESENTS AN HONORARY FELLOW

C

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

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



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

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



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

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



CHARLOTTE OADES
 NED | Board Advisor

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

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



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

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



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!

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



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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C

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

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



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

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



CILLA SNOWBALL CBE

Governor Wellcome Trust and NED Derwent London

SPECIALITIES:

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



CLAIRE PRENTICE

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

SPECIALITIES: Strategic marketing | Behaviour change | Place brand strategy and digital storytelling — using insight and creativity to deliver campaigns that change perceptions, influence behaviour and motivate action

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



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

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



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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★ REPRESENTS AN HONORARY FELLOW

D

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

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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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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

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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



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

E

Edwina Dunn OBE
Elise MacDonald
Ellie Norman
Emma Harris
Emma Heath
Erica Kerner

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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

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



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

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



REPRESENTS AN HONORARY FELLOW

F

Fiona Burton
Fiona Proudler
Fiona Stewart

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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



REPRESENTS AN HONORARY FELLOW

G

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

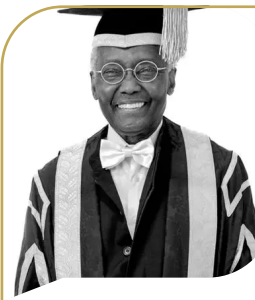
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GEMMA GREAVES

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



★ REPRESENTS AN HONORARY FELLOW

G

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

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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

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



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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

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




J

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 Botla
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

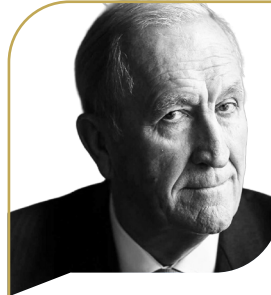
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JACKIE DUFF

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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J

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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 Botla
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

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**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

★ REPRESENTS AN HONORARY FELLOW

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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 Krichelski
Julian Boulding
Julie Doleman
Juliet Simpson
Justin King CBE

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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

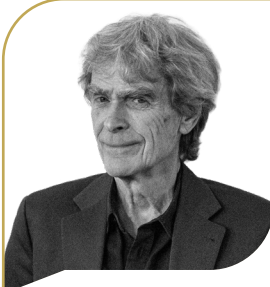
SPECIALITIES: Packaged goods marketing | International orientation | Healthcare expertise and senior team alignment and engagement



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



REPRESENTS AN HONORARY FELLOW

J

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 Botla
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

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



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
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

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

- [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 Botla](#)
- [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](#)

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



★

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

Karen Blackett OBE
Kate Mackie
Kathleen Ruth Saxton
Sir Keith Mills GBE
Khaled Ismail

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

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](#)
[Lynette Pang](#)

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

[in](#) [x](#)



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

[in](#) [x](#)



LINDSEY CLAY
 CEO | Marketer | NED | Trustee | Chair

SPECIALITIES: TV | TV advertising | Marketing | Strategy | Media | Communications | Effectiveness | Integration | Creativity | Gender equality | Mentoring | Writing | Speaking | Judging

[in](#) [x](#)



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

[in](#) [x](#)



LOUISE FRASER
 Director | Research Expert | Insight Professional

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

[in](#) [x](#)



LOUISE KILLOUGH
 Client Services Director | Company Director | Marketing

SPECIALITIES: Advertising | Marketing | Communications | Branding | Design | Digital | Social | Strategy | Multi-channel | Leadership | Board member | Mentor

[in](#) [x](#)

★ REPRESENTS AN HONORARY FELLOW

L

- [Len Louis](#)
- [Lesley Alexander](#)
- [Lindsey Clay](#)
- [Lisi 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

M

[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 Ismaeel Hameedaldin](#)

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
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



**MALCOM
MCDONALD**

Professor of
Marketing at six
Universities | Non
Executive Director

SPECIALITIES: Boardroom briefings |
Marketing accountability | Marketing and
finance, global key account management |
Market segmentation | Branding: marketing
risk assessment | Shareholder value:
financially quantified value propositions



**MALCOLM
ROUGHEAD**

CEO | NED
| Mentor

SPECIALITIES: Leadership | Change
management | Strategy | People development
| Stakeholder engagement | Government
Relations | Board Management



**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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[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](#)

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



MARIE OWEN
 Founder and CEO,
 LS Productions

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

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



MARK EVANS
 NED | Coach |
 Trustee | Advisor

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

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



DR. MARK FOWLESTONE
 Partner - Multiply |
 Leading Multiply's
 Strategy, Planning
 & NPD capabilities

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

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



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

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



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

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



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

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

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

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



MARTIN DEBOO

Managing Director
& Consumer Goods
Analyst | Jefferies
International

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



MARTIN GLENN

Chairman
Chapel Down
Wines/Football
Foundation |
NED Froneri

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



LORD MATTHEW J. SCHECKNER

Global CEO

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



MATTHEW BARWELL

Global CMO |
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



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[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](#)

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




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

[in](#) [x](#)



SIR MICHAEL PERRY GBE

Global CEO | Chair | NED | Long retired

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

[in](#) [x](#)



MIKE FAIRBURN

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

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

[in](#) [x](#)



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

[in](#) [x](#)

★ REPRESENTS AN HONORARY FELLOW

N

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

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

VP EMEA & APAC
Marketing Director
| Advisor | NED

SPECIALITIES: High-growth companies | Scale-up
| Marketing | Tech | International Expansion

[in](#) [x](#)



NATALYA RATNER

Marketing Director
at Robotical |
Board Advisor
| Mentor

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

[in](#) [x](#)



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

[in](#) [x](#)



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.

[in](#) [x](#)



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

[in](#) [x](#)



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

[in](#) [x](#)

★ REPRESENTS AN HONORARY FELLOW

N

[Naomi Walkland](#)
[Natalya Ratner](#)
[Nick Smith](#)
[Nicki Denholm](#)
[Nicola Thomson](#)
[Nigel Gilbert](#)
[Nigel Vaz](#)
[Nina Bibby](#)
[Nishma Robb](#)

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



**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

P

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

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**

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

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

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



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

R

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

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

Chief Customer & Marketing Officer

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

[in](#) [x](#)



RAOUL PINNELL

Chair MediServices Healthcare

SPECIALITIES: Experienced non-executive director in the health and care sector and the NHS | Strategy | Planning | Finance | Marketing

[in](#) [x](#)



RAJ KUMAR

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

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

[in](#) [x](#)



REBECCA DIBB-SIMKIN

Chief Marketing & Product Officer, Octopus Energy Group

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

[in](#) [x](#)



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.

[in](#) [x](#)



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

[in](#) [x](#)

★ REPRESENTS AN HONORARY FELLOW

R

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

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



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.

SPECIALITIES: Marketing leadership | Career
development | Education innovation |
Strategic partnerships | Brand storytelling
| Digital transformation | Mentoring,
AI-driven upskilling | Content creation
| Entrepreneurial growth strategy.



RITA CLIFTON CBE

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

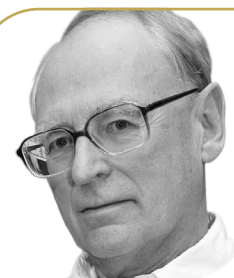
SPECIALITIES: Boards | Brand strategy |
Business leadership | Sustainability |
Keynote speaker | Business writer



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



REPRESENTS AN HONORARY FELLOW

R

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

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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

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



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

S

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

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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

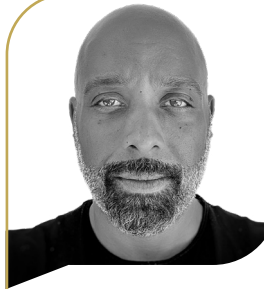
SPECIALITIES: Entrepreneurship | Scaleups | Startups
| Ecosystem building | Venture capital | Public
policy | Speaker and columnist on entrepreneurship,
entrepreneurial leadership | Government policy



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



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Sue Adkins
Suresh Raj
Syl Saller CBE

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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

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



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

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SIMON GULLIFORD

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

SPECIALITIES: Business Turnaround | Business Start Up | Service Management

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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

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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

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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

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Suresh Raj
Syl Saller CBE

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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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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


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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

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

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

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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

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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

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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

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



REPRESENTS AN HONORARY FELLOW

T

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

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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

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

SPECIALITIES: Leading global businesses | Setting inspiring vision and strategy | Developing purpose driven brand growth plans | Innovation | maximising x-functional outcomes | Building marketing capability (people, tools, tech).

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TAMARA STRAUSS
 Global Customer Director

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

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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

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

SPECIALITIES: Marketing leadership keynotes

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



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


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



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★

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

SPECIALITIES: Marketing | Advertising | Liquor




★ REPRESENTS AN HONORARY FELLOW

V

Vicki Miller
 Vicky Bullen
 Vikram Krishna

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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.




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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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