



FELLOWS

OF THE MARKETING SOCIETY



A

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

Aedamar Howlett

Adam Morgan

Alex Batchelor

Ali Findlay

Amanda MacKenzie

Andrew Harrison

Andrew Marsden

Andy Neal

Andrew Nebel MBA

Andrew Strange

Angus Meldrum

Annabel Venner

Angus Meldrum

Anthony Thomson

Archie Norman

Asad Rehman



AEDAMAR HOWLETT

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

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



ADAM MORGAN

Founding Partner
at eatbigfish

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



ALEX BATCHELOR

Chair at Watch
Me Think | NED at
Mission Translate

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



ALI FINDLAY

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

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



AMANDA MACKENZIE

CEO BITC | NED
Lloyds Banking
Group | Chair
RB committee

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



ANDREW HARRISON

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

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

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Annabel Venner
Angus Meldrum
Anthony Thomson
Archie Norman
Asad Rehman



ANDREW MARS DEN

Business Strategy
 Consultant |
 Chair | NED

SPECIALITIES: Corporate Strategy |
 Brand Positioning | CEO Mentoring



ANDY NEAL

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

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



ANDREW NEBEL MBE

Marketing &
 Fundraising Consultant
 | Charity Trustee |
 Healthcare Volunteer
 | Parish Councillor

SPECIALITIES: Marketing, Communications
 | Charity | Fundraising | Healthcare



ANDREW STRANGE

NED Chairman |
 Advisor | Investor

SPECIALITIES: Marketing Technology
 Consultant Strategist | Scale-up Specialist



ANGUS MELDRUM

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

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



ANNABEL VENNER

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

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

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Aedamar Howlett
Adam Morgan
Alex Batchelor
Ali Findlay
Amanda MacKenzie
Andrew Harrison
Andrew Marsden
Andy Neal
Andrew Nebel MBA
Andrew Strange
Angus Meldrum
Annabel Venner
Angus Meldrum
Anthony Thomson
Archie Norman
Asad Rehman



ANTHONY THOMSON

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

SPECIALITIES: Marketer by passion, entrepreneur and banker by background



ARCHIE NORMAN

Chairman, Marks and Spencer plc



ASAD REHMAN

Media | Digital Marketing | Digital Transformation | Digital Commerce

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

Beverley Hart
Bridget Jackson



**BEVERLY
HART**

Communications and
Marketing Director

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



**BRIDGET
JACKSON**

Chief Sustainability
Officer | Strategic
Advisor | ESG Expert

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

Cara Chambers
Charlotte Oades
Chris Baréz-Brown
Chris Griffin
Chris MacLeod
Cilla Snowball
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 & NP
Strategy | Creative & Communications
| Food & Drink industry.



CHARLOTTE OADES

NED | Board Advisor

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



CHRIS BARÉZ- BROWN

Founder of Upping
Your Elvis | Founder
of Talk It Out

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



CHRIS GRIFFIN

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

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



CHRIS MACLEOD

Consultant | NED

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



CILLA SNOWBALL

Governor Wellcome
Trust and NED
Derwent London

C

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



CLARE SMITH-O'DONNELL

Strategy, Marketing, Comms, stakeholder engagement, creative

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



CRAWFORD HOLLINGWORTH

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

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

D

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

Daryl Fielding

David Allfrey

David Amers

David Clayton-Smith

David Eustace

David Pearson

Deborah Cutler-Hoskins

Dougal Sharp

Dominic Grounsell



DARYL FIELDING

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

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



DAVID ALLFREY MBE FRGS

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

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



DAVID AMERS

Planning Partner at Leith, leading the strategy across key clients

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



DAVID CLAYTON-SMITH

NHS Chair, Integrated Care Systems, Health Innovation and analytics

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



DR DAVID EUSTACE

Creative consultant

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



DR DAVID PEARSON

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

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

D

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

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



DEBORAH CUTLER- HOSKINS

GSK - Global
Marketing Director
& Digital Lead

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



DOUGAL SHARP

Founder &
Master Brewer

SPECIALITIES: Business & Brand
leadership & strategy. Beer making



DOMINIC GROUNSELL

Managing Director –
UK & Ireland Digital

SPECIALITIES: General Management
| Commercial & Marketing

Edwina Dunn OBE

Elise MacDonald

Ellie Norman

Erica Kerner



**EDWINA DUNN
OBE**

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

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



**ELISE
MACDONALD**

Joint MD, Events
Partner for the
Marketing Society
in Scotland

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



**ELLIE
NORMAN**

Global CMO | NED |
Marketing Academy
Fellow | Mentor

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



**ERICA
KERNER**

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

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

F

Fiona Burton
Fiona Stewart

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



FIONA BURTON

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

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



FIONA STEWART

Strategic thinker and planner, individual and team coach

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

Gemma Greaves
Giles Robertson
Graeme Atha
Grant Duncan
Gregor Urquhart



GEMMA GREAVES

Founder Cabal |
Co Founder Nurture

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



GILES ROBERTSON

Academic - Marketing
| NED | Company
Director Consultant

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



GRAEME ATHA

Director The
Marketing Society |
NED Caley Golf and
Future Bilingual

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



GRANT DUNCAN

Senior Client Partner
& Managing Director
at Korn Ferry

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



GREGOR URQUHART

Deputy Head of
Marketing, Scottish
Government

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

Helen Campbell

Hew Davidson

Hugh Pennell



**HELEN
CAMPBELL**

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

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



**HEW
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.



**HUGH
PENNELL**

Regional Managing
Director for Europe
for Edrington
portfolio

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

Iain Valentine
Ian Armstrong
Ian McAteer



**IAIN
VALENTINE**

CEO, Isobar UK and
Ireland | Managing
Partner, Whitespace

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



**IAN
ARMSTRONG**

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

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



**IAN
MCATEER**

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

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

J

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

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



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 HALLAT

Consumer Healthcare General Management | Marketing

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



JAN GOODING

Coach, Chair | Speaker | Advisor | Columnist

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



JASON FOO

CEO | Non Exec | Mentor | Marketing Expert | Chairman

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

J

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



JERRY BUHLMANN

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



JIM KELLY

Deputy MD | Head of
Planning | Director
| Agency Leader

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



JOANNE LYNN

Joint MD, Lux Events

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



JOHN ALLERT

CMO | Strategic
Advisor | NED
| Investor

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



JOHN DENHOLM

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

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



JOHN GILBERT

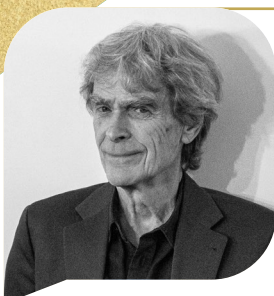
Owner financial
research
consultancy.
University board
member. Vacation
rentals owner

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

J

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



SIR JOHN HEGARTY

Helping entrepreneurs finance ideas and understand how to build brands

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



JOHN HOOPER CBE

Retired

SPECIALITIES: N/A



JOHN KEARON

Founder & Executive President

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



JOHN ZEALLEY

Accenture Interactive Management Board Member | Accenture Global Customer Function Lead

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



JOSH KRICHEFSKI

Global COO
MediaCom

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



JULIAN BOULDING

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

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

J

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



JULIET SIMPSON

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

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



JUSTIN KING

Non-Executive Director | Business Advisor | Investor

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

Sir Keith Mills GBE

Khaled Ismail



**SIR KEITH
MILLS GBE**

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

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



**KHALED
ISMAIL**

Business leader |
Author | Marketer

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

L

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

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



LEN LOUIS

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

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



LESLEY ALEXANDER

CEO: Scotland
 – PR & content
 agency, Smarts

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



LINDSEY CLAY

CEO | Marketer | NED
 | Trustee | Chair

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



LISL MACDONALD

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

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



LOUISE FRASER

Director | Research
 Expert | Insight
 Professional

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



LOUISE KILLOUGH

Client Services
 Director | Company
 Director | Marketing

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

M

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

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



MAHMOOD AHMED

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

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



MALCOM MCDONALD

Professor of Marketing at six Universities | Non Executive Director

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



MALCOLM ROUGHEAD

CEO | NED | Mentor

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



MARGARET MOLLOY

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

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



MARK EVANS

Managing Director, Marketing & Digital - Direct Line Group

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



MARK GIVEN

Chief Marketing Officer Sainsbury's Group

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

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



MARK GORMAN

Strategy Director
at Whitespace
in Edinburgh
| Chairman of
NABS Scotland

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



MARTIN DEBOO

Managing Director
& Consumer Goods
Analyst, Jefferies
International

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



MARTIN GLENN

Chairman Chapel
Down Wines/
Football Foundation
| NED Froneri

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



LORD MATTHEW J. SCHECKNER

Global CEO

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



MATTHEW BARWELL

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

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



MAURICE DOYLE

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

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

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



MHAIRI MCEWAN

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

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



MICHAEL INPONG

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

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



SIR MICHAEL PERRY GBE

Global CEO | Chair |
NED | Long retired

N

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

Nick Smith
Nicola Thomson
Nigel Gilbert
Nigel Vaz
Nishma Robb



NICK SMITH

Partner | CMO |
 Entrepreneur |
 Founder | Mentor

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



NICOLA THOMSON

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

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



NIGEL GILBERT

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

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



NIGEL VAZ

CEO – Publicis
 Sapient | Executive
 Committee Member
 – Publicis Groupe

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



NISHMA ROBB

Senior Director
 | Brand and
 Reputation Marketing
 | Google UK

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

O

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

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

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



PAUL CONDON

Brand Director –
The Macallan

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



PAUL PHILLIPS

Managing
Director AAR

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



PAULINE LAMB AYLESBURY

Deputy Director
Marketing, Insight,
Brand Scotland
& Internal
Communications

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



PETE 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

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

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



PHIL SMITH

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

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

Q

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

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



RAOUL PINNELL

Chair | NED

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



RAJ KUMAR

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

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



ROB WOODWARD

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

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



ROBERT MOBERLY

Joint founder/owner
Lewis Moberly (LM)
design consultancy

SPECIALITIES: Brand Strategy | Design Strategy | Design Execution.



ROD GILLIES

Head of Innovation
at Whyte & Mackay

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



ROISIN DONNELLY

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

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

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



RORY SUTHERLAND

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

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



RUTH ROWAN

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

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



RUTH SAUNDERS

Strategy Consultant
| Trainer | Speaker
| Coach

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

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



SANDY KENNEDY

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

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



SARA BENNISON

Chief Product & Marketing Officer | NED | Trustee

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



SHEILA HOOPER

Customer Marketing | Loyalty Director and expert

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



SHONA MCCARTHY

Chief Executive Edinburgh Festival Fringe Society

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



SIMON CRUNDEN

Managing Director | Board Director | Media Planner

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



SIMON GULLIFORD

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

SPECIALITIES: Business Turnaround | Business Start Up | Service Management

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



SIMON MICHAELIDES

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

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



STEPHANIE BRIMACOMBE

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

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



STEPHEN MAHER

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

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



STEPHEN WOODWARD

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

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



STEVE RADCLIFFE

Leadership expert

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



SYL SALLER CBE

Executive Coach
| Board Member
| President
Marketing Society

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

T

Thomas Barta
Thomas Delabriere
Tim Ambler
Tony Scouller

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



THOMAS BARTA

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

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



THOMAS DELABRIERE

Global CMO | General Manager | CEO

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



TIM AMBLER

Marketing Director IDV, now Diageo

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



TONY SCOULLER

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

SPECIALITIES: Marketing | Advertising | Liquor

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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



Vicky Bullen



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

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

**WILL
WHITEHORN**

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

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

X

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

Y

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

Z

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