



# David Magliano MBE

Managing Director of Membership at the Guardian



## CSA CELEBRITY SPEAKERS

David Magliano MBE is MD of Membership at the Guardian. Previously David was Director of Marketing of London's Olympic Bid. Additionally he's been Brand Director for the Co-operative Group, Sales and Marketing Director of two low cost airlines and a director of two London advertising agencies.

### Marketer of the Year (1999 and 2005)

#### In detail

David is a non-executive director of MyOptique Group (the online eyewear retailer) and a former non-executive director of Dyson. David was named UK Marketer of the Year in 1999 and 2005, and Global CMO of the Year in 2006. He is a Fellow of the Chartered Institute of Marketing, and was awarded an MBE in 2006. David has experienced first-hand the work of many high-profile individuals, such as Sebastian Coe, Stelios Haji-Hannou, Tony Blair, Gordon Brown, David Beckham and members of the Royal family. He has created high-profile new brands, and established marketing teams from scratch. He has been through two start-ups, an MBO, an exit and merger.

#### What he offers you

David is knowledgeable about a broad range of marketing disciplines. He is truly a leading light in the marketing world, and a fantastic keynote speaker on issues around marketing, advertising, e-commerce, PR, events, pricing and customer service. In particular he knows how to apply these techniques to win high-stakes pitches.

#### How he presents

In his well-prepared presentations David draws on his own experiences with London 2012 and offers audiences insights into his highly successful marketing strategies. He brings a fresh approach to any conference or event.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

### Topics

- Bidding for Large Projects
- Creating Legacy
- Marketing Strategy
- The Role of the Marketing Director
- Winning the Olympic Bid (from a Marketing Perspective)
- Creating Brands
- A Client's Perspective on Marketing Agencies