



David Magliano MBE

Director of Commercial and Marketing at England 2018



CSA CELEBRITY SPEAKERS

David Magliano MBE is Director of Commercial and Marketing at England 2018, the organisation bidding for England to host the 2018 FIFA World Cup. He is responsible for building public support for the bid and for presenting England's plans to FIFA. David's previous roles include Director of Marketing for London's successful Olympic bid, where he masterminded the critical final presentation in Singapore immediately before the IOC vote. David has also been Sales and Marketing Director of two low cost airlines - easyJet and Go.

Marketer of the Year (1999 and 2005)

In detail

Before Go, David spent 10 years in advertising. He has been a director of two major advertising agencies. David is a non-executive Director of Glasses Direct, and a former non-executive director of Dyson. He is a Fellow of the Chartered Institute of Marketing. David has experienced firsthand 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

Having devised and directed the crucial final presentation in Singapore, described as the fiercest competitive pitch of all time, 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 beautifully 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, fax or e-mail us.

Topics

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