



Marcus Bicknell

Marketing, Communications and Product Positioning Specialist



CSA CELEBRITY SPEAKERS

Marcus Bicknell is a highly successful entrepreneur and marketing executive in the television, leisure, internet and consumer products fields. He is currently launching Oplayo video to mobile phone technology and KidsOK, a product enabling parents to locate their children by mobile phone. In May 2005 he was appointed to the board of SES Global (Astra) in Luxembourg, the world's biggest operators of television satellites.

"Do not undertake anything unless its important and no-one else is doing it"

In detail

Marcus formerly managed rock band Genesis and worked for CBS and A & M Records in the '70's. He established Vision Industries SA in France and then the Vision Consultancy Group. Marcus was also MD of European Channel Management in London, and was subsequently President of Boston-based CMGI Europe.

What he offers you

Marcus possesses many classic business attributes and has extensive experience in European markets. His particular speciality is in product positioning and the communication needed in the start-up phase of ambitious and complex consumer products.

How he presents

His style is dynamic, affirmative and oriented towards the listener. By drawing conclusions which are not always the perceived wisdom he challenges and stimulates audiences with his highly enjoyable presentations.

Languages

Marcus presents in English, German or French.

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

Satellite Television and Consumer Demand for Choice
Convergence of Digital Television with Internet and interactive Services
Technology at Home, Changing Work Patterns
Global Business and the Information Society
The Digital Superhighway - the Consumer's Needs
Personalisation and Portal Sites: the Perfect Path to Web Navigation
The Application of Internet Technologies to Television
One-to-One Marketing and Anonymous Profiling on the Web
Development of Commercial Web Services in Europe
Dynamic Electronic Distribution Pitted against hard Carriers
Venture Capital for Internet Entrepreneurs
Intelligent Broadband Internet by Satellite
Mobile Multi-Media, and How to Generate Revenues