



Martin Glenn
CEO Birds Eye Iglo Group



CSA CELEBRITY SPEAKERS

Martin Glenn was appointed CEO of the Birds Eye Iglo Group in November 2006. Previously he was President of PepsiCo UK, one of the UK's leading soft drinks and snack food manufacturers, where he is acclaimed for creating a new uplifting corporate image for the company. Martin was President of Walkers Snack Foods, whom he joined in 1992, working his way up from Director of New Product Development, Vice-President of Marketing to become Walkers President in 1998, and PepsiCo UK President in 2003.

"An average plan well executed beats a brilliant plan done poorly"

In detail

Martin was awarded the Prince of Wales Ambassador Award in recognition of his work in this area. He was Marketing Week's Chief Executive of the Year in 2003 and in July 2004 Martin was voted the UK's most influential marketer by Marketing Magazine.

What he offers you

Martin offers audiences a wealth of insight into marketing and branding strategies and explains the importance of innovative marketing techniques and how to achieve that all important customer brand loyalty.

How he presents

An informative and entertaining speaker, Martin's inspirational presentations are filled with a veritable wealth of useful and proven ideas delivered in an easily digested formula.

Topics

Branding and Positioning
Innovative Marketing Strategies
Corporate Social Responsibility
The Role of Business in Society - What Makes a Good Company

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.



watch video

Publications

2005

Walkers Crisps: The Best Job in the World



Martin was excellent, giving a superb performance, with very relevant and interesting content - Marketing and Event Organisers

