



# Penny Hughes

Former President of Coca-Cola UK and Ireland



## CSA CELEBRITY SPEAKERS

Penny Hughes is an experienced business professional with excellent knowledge of consumer and media markets with particular expertise in international marketing. She spent 10 years with Coca-Cola initially as Marketing Director and then went on to become President, Coca-Cola Great Britain and Ireland. Penny joined the Board of Reuters Group PLC as a Non-executive director in July 2004.

**"One of the UK's outstanding business leaders"**

### In detail

Over the last 10 years Penny has gained experience as a non-executive director on the boards of a number of significant international businesses. Currently she serves on the board of The GAP Inc, Skandinaviska Enskilda Banken, the Advertising Association, Home Retail Group PLC, Molton Brown Ltd and is on the Advisory Board of Bridgepoint Capital. She was a Director of Body Shop International plc for 8 years until 2004 and is a former non-executive director of Vodafone PLC, Enodis PLC, SC Johnson, Trinity Mirror PLC and web-angel.

### What she offers you

Penny draws from her extensive business, media and banking experience and as a practitioner and marketing expert and offers audiences wonderful insights into a number of management issues with particular focus on branding and customer service.

### How she presents

Preparing every presentation to perfectly suit each event, Penny's speeches are filled with valuable information delivered in an easily digested and usable format. She enhances all her presentations with a lively Q&A session with the audience.

### Languages

She presents in English.

### Want to know more?

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

### How to book her?

Simply phone, fax or e-mail us.

### Topics

The Global Economy  
Branding and Marketing  
Customer Service  
Management Issues  
Motivation  
Globalisation  
Tapping into Global Markets