



## Marcus Bicknell

### Marketing, Communications and High-Tech Product Positioning Specialist

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

Marcus Bicknell is a highly successful entrepreneur and marketing executive in the television, leisure, internet and consumer products fields. He has been a non-executive director of SES (Astra) in Luxembourg, the world's biggest operator of television satellites.

#### 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
- One-to-One Marketing and Anonymous Profiling on the Web
- Venture Capital for Internet Entrepreneurs
- Mobile Multi-Media, and How to Generate Revenues

#### LANGUAGES:

Marcus presents in English or French and also speaks German.

#### 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 was the founder commercial director of Luxembourg-based SES Astra satellite operator. Marcus was also MD of BBC World and BBC Prime TV channels in London, and subsequently ran European ops for Boston-based CMGI. He continues to work with start-up companies in high tech consumer products.

#### WHAT HE OFFERS YOU:

Marcus knows classic and digital consumer marketing 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.