



Tony Anderson

Former Marketing Director of easyJet

Tony Anderson is currently a consultant at easyGroup. After rising through the marketing ranks at British Airways and Thomas Cook he was appointed as the first sales and marketing director of easyJet. He helped launch the company that became an internet pioneer and major force in European aviation. Author of '*easyLand*' the definitive account of the EasyJet story

TOPICS:

- Brand Building
- Customer Service
- The easyJet's Story
- Marketing and Communications
- Disruptive Technology
- Global Travel and Leisure Industry

LANGUAGES:

He presents in English.

PUBLICATIONS:

2014 easyLand

IN DETAIL:

An expert in Brand Building and Customer Service, Tony went on to become Marketing Director for the easyGroup launching new easy branded businesses and has held positions on the board of several of Stelios' companies. He has been a commentator for *BBC Radio 4*, *Radio 5 Live* and *The Money Programme*. Tony is an adviser to start-up companies and small businesses in the Cambridge area. He is also a guest lecturer at Imperial College London, Cambridge University and Fudan Business School Shanghai. Tony is an honours graduate in Marketing and Modern Languages and holds a diploma in Finance from the Bocconi Business School in Milan.

WHAT HE OFFERS YOU:

Tony is uniquely placed to tell the incredible story of the easyJet start-up and has become a recognized speaker on marketing related topics including branding, on-line marketing & communications. Drawing on his experience with unique insights you can only get from "being there and doing it", Tony brings vividly to life the roller coaster ride of easyJet's conception, birth and growth to marketing powerhouse.

HOW HE PRESENTS:

A versatile and engaging speaker, Tony has spoken at corporate events and conferences around the world for clients including a number of Fortune 500 companies.