



## Dan Germain

### Head of Today at Apple EMEA

*"After listening to your presentation, I honestly feel inspired with the wonderful opportunity for business to shape life in a positive way"*

Dan Germain is Head of Today at Apple EMEA - Apple's latest experiential marketing strategy focused on creating customer experiences in-store. Rather like a market square, the idea is to "have hands" on product demonstrations and learning experiences. Dan was previously Head of Brand & Creative at Innocent Drinks.

#### TOPICS:

- Great Ideas Begin with Conversations
- Keep your Team Right
- Don't be Different Just be Different
- Make Great Products and the Money will Come

#### LANGUAGES:

Dan presents in English.

#### PUBLICATIONS:

**2009** A Book About Innocent: Our Story and Some Things We've Learned

#### IN DETAIL:

Dan joined Innocent which he helped set up from its inception in 1999, shortly after his three college buddies began the London beverage company. In 2013, the company was sold to Coca Cola to take advantage of Coke's marketing and buying power. In 2014, Dan was named as UK Designer of the Year ahead of Sir Jonathan Ive and Paul Smith. Dan also works in areas such as Sustainability, Culture and Business Ethics making him an ideal choice for audiences wishing to learn from a leading creative business practitioner.

#### WHAT HE OFFERS YOU:

Dan provides insights into how the world's richest company provides the customer with unique experiences both in-store and with leading edge product design.

#### HOW HE PRESENTS:

As a leading Commercial Creative, Dan is an entertaining and thought provoking speaker. He peppers his story with brilliant insights from the early days of Innocent to working for Apple the world's richest company.