



Dan Germain

Group Head of Brand & Creative Marketing Innocent Drinks Company



CSA Celebrity Speakers Ltd

Dan Germain is Group Head of Brand and Creative at innocent, the healthy drinks company. Dan has been part of the company since it started in 1999, and in 2014 was named Designer of the Year in the UK. He also works in the areas of sustainability, culture, innovation and ethics and maintaining the brand's most important values.

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

In detail

Dan joined innocent shortly after his three college buddies began the London beverage company. Since then, the growth of the company has skyrocketed - his greatest achievement, apart from once growing a big beard, is creating the brand, tone and bad jokes that people have come to associate with innocent, producers of smoothies and other healthy drinks. Dan is still searching for ways to keep the business both useful and interesting.

What he offers you

Dan focuses on specific areas, such as the key to effective marketing; how to get noticed without spending a lot; the seven rules of successful companies; how to start your own business; and innovation and creativity on a tight budget.

How he presents

In his presentations Dan tells the story of how innocent came to be the UK's fastest-growing food and drinks business. It's a truly inspirational story that involves entrepreneurial ability, innovation, creativity, original marketing and fruit by the bucket load.

Languages

Dan 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 or e-mail us.

Topics

Branding
Marketing
Launching New Brands
Innovation
Creating Excellent Workplace Cultures
Launching a Brand with Zero Cash
Entrepreneurship