



Marcus Bicknell

Marketing, Communications and High-Tech Product
Positioning Specialist



CSA Celebrity Speakers Ltd

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.

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

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.

Languages

Marcus presents in English or French and also speaks German.

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, fax or e-mail us.

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