



## Peter Fisk

Inspirational Business Author, Consultant and Entrepreneur



CSA Celebrity Speakers Ltd

Peter Fisk is an inspirational business author, consultant and entrepreneur. His bestselling 'Marketing Genius' is currently being translated into 25 languages. He is an accomplished international speaker on all aspects of strategy, innovation, customers and marketing. Business Strategy Review describe him as "One of the best new business thinkers".

**"Peter was inspirational. He combined deep insight into our changing world, with practical and innovative ideas for application"**  
**The Coca Cola Company**

### In detail

Peter Fisk is founder and CEO of the Genius Works, working with business leaders to adopt a more inspired approach to strategy and innovation, in particular through The Fast Track executive development programme. He was previously CEO of The Chartered Institute of Marketing, MD of Brand Finance, partner of The Foundation, and led the global marketing consulting practice of PA Consulting Group. He spent years working with the likes of British Airways, Coca Cola, Marks & Spencer, Microsoft, Virgin and Vodafone.

### What he offers you

He is thoughtful and considered, provocative and entertaining - capturing what's hot, what works, and what's next. He speaks on a wide range of topics - from strategy and marketing, to customers, brands and innovation - which can be tailored to the specific issues and interests of your audience. He is also an innovative conference chair, helping you to structure your conference theme, bring it all together on the day with energy and empathy, and ensure that your audience has a great experience.

### How he presents

Peter Fisk's presentations are inspirational, engaging and full of "yin yang" insights into the business world, showing how to achieve extraordinary results.

### Topics

Making Sense of Complex Markets  
Developing Strategies from the Outside in  
Embracing Ethics and Responsibility to do Better Business  
Communicating with Creativity and Consent  
The Making of a Marketing Genius  
E-business  
Entrepreneurship  
Marketing  
Branding  
Innovative Conference Chair

### Languages

He 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, fax or e-mail us.

### Publications

**2008**

Customer Genius

**2008**

Business Genius: A More Inspired Approach to Business Growth

**2006**

Marketing Genius Customer Genius