



## Robin Wight

President of The Engine Group Advertising Agency



### CSA Celebrity Speakers Ltd

Robin Wight is a creative legend in advertising. As President of both Engine and WCRS, Robin was part of the management team that led the management buyout from Havas in 2004. For the last three years he has been working on a study looking at the way the brain processes communications built on the latest learning from evolutionary psychology, cognitive psychology, and neuroscience.

**"An internationally acclaimed advertising guru"**

#### In detail

Robin began his career by setting up a student advertising agency while he was still an undergraduate at Cambridge. After working as a copywriter in a number of agencies, he co-founded Wight Collins Rutherford Scott. He remains chairman of the agency to this day, now under the auspices of the Engine Group, which he also helped found and chair. In 1994 he was part of the team that helped to originate and develop the Orange brand. In 2003 he founded the Ideas Foundation, a charity which helps identify and nurture creatively gifted young people from ethnic minorities through the award of Creativity Scholarships.

#### What he offers you

Robin has a tenacious grasp on the changing realities of marketing. He stands out as a gifted, bold, sometimes brash, always opinionated and successful executive.

#### How he presents

A charismatic, ultra cool and quick witted speaker, Robin's speeches are always cultured, entertaining and provocative. He motivates and inspires audiences worldwide.

#### Topics

Innovation and Creativity  
Social Media  
Marketing  
Advertising

#### 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.



[watch video](#)

#### Publications

**2007**

The Peacock's Tail and The Reputation Reflex - The Neuroscience Of Art Sponsorship