



Rory Sutherland

Vice-Chairman of Ogilvy & Mather, Digital Marketing Expert



CSA Celebrity Speakers Ltd

Rory Sutherland is one of marketing's most original thinkers. He is as outspoken as he is creative. He stands at the center of an advertising revolution in brand identities, designing cutting-edge, interactive campaigns that blur the line between ad and entertainment.

"He is one of the world's most sought out advertising geniuses"

In detail

From unlikely beginnings as a classics teacher to his current job as Vice Chairman of Ogilvy Group, Rory Sutherland has created his own brand of the Cinderella story. He joined Ogilvy & Mather's planning department in 1988, and became a junior copywriter, working on Microsoft's account in its pre-Windows days. An early fan of the Internet, he was among the first in the traditional ad world to see the potential in these relatively unknown technologies. An immediate understanding of the possibilities of digital technology and the Internet powered his meteoric rise. He has been awarded with the prestigious 25th anniversary IDM Honorary Fellowship.

What he offers you

In his speeches, Rory provides an alternative perspective on marketing. He looks at the successes, the failures and the outright bizarre from the ad world. He analyses what branding means, what creativity is, and the value of persuasion over compulsion. His professional talent and expertise are undisputed, but it is his vision, tireless energy and legendary flamboyance that carry his reputation far and wide as a champion of direct and digital marketing techniques.

How he presents

Rory is a persuasive and charismatic speaker who has a tremendous knack for making ideas come to life in an easily digestible way.

Topics

- 360 Degree Branding
- Digital Marketing for the 21st Century
- Technologies Role in the Marketing Mix
- New Age Marketing

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 or e-mail us.

Publications

2011

Rory Sutherland: The Wiki Man