



## Tony Anderson

Former Marketing Director of easyJet



CSA Celebrity Speakers Ltd

Tony Anderson is an expert in Brand Building and Customer Service. After rising through the marketing ranks at British Airways and Thomas Cook he was appointed as the first sales and marketing director of easyJet. He helped launch the company that became an internet pioneer and major force in European aviation.

**Author of 'easyLand' the definitive account of the EasyJet story**

### In detail

Tony went on to become Marketing Director for the easyGroup launching new easy branded businesses and has held positions on the board of several of Stelios' companies. He has been a commentator for BBC Radio 4, Radio 5 Live and The Money Programme. Tony is an adviser to start-up companies and small businesses in the Cambridge area. He is also a guest lecturer at Imperial College London, Cambridge University and Fudan Business School Shanghai. Tony is an honours graduate in Marketing and Modern Languages and holds a diploma in Finance from the Bocconi Business School in Milan.

### What he offers you

Tony is uniquely placed to tell the incredible story of the easyJet start-up and has become a recognized speaker on marketing related topics including branding, on-line marketing & communications. Drawing on his experience with unique insights you can only get from "being there and doing it", Tony brings vividly to life the roller coaster ride of easyJet's conception, birth and growth to marketing powerhouse.

### How he presents

A versatile and engaging speaker, Tony has spoken at corporate events and conferences around the world for clients including a number of Fortune 500 companies.

### Topics

Brand Building  
Customer Service  
The easyJet's Story  
Marketing and Communications  
Disruptive Technology

### 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

2014

easyLand