

Chris Moss

Internationally Renowned Branding & Marketing Expert

"A natural leader of people and processes"

Chris is a highly experienced board level brand and marketing leader. He has already created 3 multi-billion dollar brands with a track record of delivering award winning launch campaigns, broadscale business transformation and sustained bottom line growth through product, service and communications innovation.

TOPICS:

- Intrapreneurship
- Global Brand Building and Development
- Turn Ideas into Innovation
- Technology Evangelist
- Transformative Launch and Growth Strategies

LANGUAGES:

He presents in English.

IN DETAIL:

During his 8 years as Marketing director of Virgin Atlantic, Chris took the company from a single aircraft to loved international brand – and created Premium Economy, seat-back TV and on-board ice creams along the way. Chris is the founder of the Orange brand and directed what is considered to be one of the most successful business launches in the last 20 years. Chris also led the brand switch from 'On Digital' to 'ITV Digital', oversaw the brand merger of Lloyds Bank and TSB and as CEO of 118 118 delivered a masterclass in how to move from market entrant to market leader. From 2013 to 2015, Chris was the customer and marketing Director for B&Q, responsible for several advertising drives including the Unleashed campaign of 2014. He is CEO of Famoss Ltd, a brand, customer and ideas consultancy. Since 2017 he is also CEO of MAV3RICK, a disruption specialists consultancy who advise on disruptive ideas, brands, communications and technologies.

WHAT HE OFFERS YOU:

Chris has a wealth of experience as an intrapreneur, working within organisations to turn ideas into profit through assertive risk-taking and innovation. A brand imagineer, Chris Moss inspires audiences to 'see things differently' through entertaining anecdotes and invaluable advice. His reputation as a brand innovator and business maverick makes him a perfect speaker at prestigious events worldwide.

HOW HE PRESENTS:

A passionate and innovative speaker, Chris is a highly sought-after individual with a strong desire to show people how to "Make it impact!"