



David Magliano MBE

Former Managing Director of Consumer Revenue at the Guardian

Marketer of the Year (1999 and 2005)

David Magliano MBE has led digital innovation across the Wizarding World franchise of Harry Potter and Fantastic Beasts for Warner Bros.. Previously he was Managing Director of consumer revenue at the Guardian and was Director of marketing for both London's Olympic bid and England's failed bid for the 2018 FIFA World Cup.

TOPICS:

- Winning the Olympic Bid
- Bidding for Large Projects
- Creating Legacy
- Marketing Strategy
- Creating Brands
- A Client's Perspective on Marketing Agencies

LANGUAGES:

He presents in English.

IN DETAIL:

David is a seasoned commercial leader with a proven track record in creating and managing high-profile brands. He has worked first hand with leading entrepreneurs such as Stelios and James Dyson, as well as politicians and celebrities such as David Cameron, Prince William and David Beckham. He's been sales and marketing director of two low cost airlines, one of which he founded. David has a reputation for devising disruptive strategies such as those that helped London win the Olympic Games and Go become the UK's favourite low cost airline. He has been involved with nine start-ups, either as an executive or non-executive director.

WHAT HE OFFERS YOU:

David has a rich knowledge of all marketing disciplines from advertising and PR to pricing strategies and customer experience. He understands digital. And he knows how to apply these techniques to winning high stake pitches and driving top line growth.

HOW HE PRESENTS:

With well-prepared presentations and a dry sense of humour David draws on his own experiences to offer audience insights with an entertaining twist. His vivid behind-the-scenes story of how London won the Olympic Games illustrates many valuable lessons about successful marketing strategies.