

David Magliano MBE

Marketing & Branding Expert

"A track record in building brands and in creating exciting communications"

David is a distinguished marketing and branding speaker, previously directed marketing for the London 2012 Olympics. He now holds the role of Chief Strategy & Commercial Officer at Informa Tech, with past leadership positions at Warner Bros Entertainment Group of Companies and the Guardian's Membership division, overseeing the Guardian Live events.

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 renowned for crafting and overseeing high-profile brands. His extensive experience includes collaboration with prominent entrepreneurs like Stelios and James Dyson, as well as engagement with notable figures in politics and entertainment such as David Cameron, Prince William, and David Beckham. As a sales and marketing director, he played pivotal roles in two low-cost airlines, even co-founding one of them. David's reputation for devising disruptive strategies, including those instrumental in London's successful Olympic Games bid and making Go the UK's favoured low-cost airline, speaks to his innovation prowess.

WHAT HE OFFERS YOU:

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

HOW HE PRESENTS:

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.