



## John Beasley

**Innovative & Disruptive Marketer**

*"An expert on branding"*

John Beasley is an innovative and disruptive marketer, who is the Global Director Consumer Experience at BAT. He has spent the last 13 years at the cutting edge of industry progression, as Vice President at Monster Energy, Head of Brand at Red Bull and Chief Marketing Officer at VERO True Social.

### TOPICS:

- Brand Love
- Digital in a Data Driven Age
- Content That Influences
- Disruptive Marketing
- Working with Ambassadors
- Influencing the Influencers
- Keeping Social Media Social
- Communications and the Modern Brand

### LANGUAGES:

He presents in English and German.

### IN DETAIL:

John played a central role in the Monster growth, taking the brand from 0.5m to 25m fans on Facebook, overtaking Red Bull on Twitter with higher engagement on both, whilst launching 20 new products and expanding from 5 markets to over 60. This has seen Monster grow to be the No.2 energy drink globally with annual double-digit growth, at No.7 on Forbes most innovative companies in the world and top 3 best performing stock of the last decade on the NASDAQ. John was Vice President of Marketing across EMEA for Monster Energy for 7 years, prior to that he spent 5 years at Red Bull heading up the brand team and sitting on the global interactive team. Before that he spent 7 years working for two of the world's biggest Advertising Agencies: McCann-Erickson and Y&R and successfully transitioning Marks & Spencer's to M&S.

### WHAT HE OFFERS YOU:

John has a practical working knowledge of how to deliver disruptive, creative thinking to solve business challenges. He is an expert in working with influencers, content creation and syndication, using digital and communications to acquire an engaged audience and build a lifestyle around your brand.

### HOW HE PRESENTS:

John is an enthusiastic and engaging speaker who keeps audiences entertained with his high performance presentations and exciting videos.