

Louise Troen

Global Brand & Marketing Leader

"An inspiring purpose-driven storyteller"

Louise Troen is a senior and seasoned marketer who has spent her career working with brand giants such as Google, Bumble, Headspace, Converse, and Formula E. Currently Chief Marketing Officer at Reveri, she continues to drive purpose-led growth at the intersection of technology, culture, and wellbeing.

TOPICS:

- The Power of Brand & Storytelling
- Tech for Good
- The Future of Marketing
- Inside Out Leadership
- Consumer Insight

LANGUAGES:

She presents in English.

IN DETAIL:

She was instrumental in bringing Bumble to an international audience and led culturally defining campaigns at Headspace. With over a decade of experience shaping mission-led consumer brands, Louise blends commercial expertise with emotional intelligence to build marketing strategies that resonate globally. Her entrepreneurial spirit, creative mindset, and deep consumer insight allow her to execute brand strategy across every touchpoint, from content and partnerships to tech innovation.

WHAT SHE OFFERS YOU:

Louise delivers compelling insights into the transformative power of brand and storytelling, technology for good, and the evolving marketing landscape. She explains how brands can drive impact through emotional resonance, community-building, and purpose-led campaigns, balancing commercial performance with positive societal change.

HOW SHE PRESENTS:

Louise is a vibrant, engaging, and authentic speaker. She blends strategic frameworks with personal stories that resonate emotionally and practically. Her stage presence is warm yet incisive, making her a favourite at conferences focused on branding, consumer trends, leadership, and sustainability.

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