



## Mark McCulloch

Food, Drink & Hospitality Marketing Expert

*"A rocket booster for businesses"*

Mark McCulloch is a Brand, Marketing expert with a career spanning 20 years working for and with brands such as Pret a Manger, lastminute.com, Loaded Magazine, YO! Sushi and Peter Gabriel's trailblazing music streaming site WE7 (now Blinkbox music).

### TOPICS:

- Marketing to Millennials & Centennials
- Brand DNA Strategy
- The Five Ring Model

### LANGUAGES:

He presents in English.

### IN DETAIL:

Mark is an industry expert and as such is known as 'THE FOOD AND DRINK MARKETER'. He focuses his time mainly in the hospitality industry that he loves so much working with them to think differently creating stand out brands, engaging their employees in innovative ways and how to leapfrog the competition when it comes to using more cutting edge forms of brand, marketing, digital and social. Mark created The Spectacular Marketing Podcast, now a regular Top 100 iTunes Business Charts Podcast and was a Founding Partner of London based Food & Drink Creative Agency WE ARE Spectacular. In 2019, Mark launched his new Premium Brand and Marketing Consultancy SUPERSONIC INC.

### WHAT HE OFFERS YOU:

Mark offers a range of bespoke keynotes, workshops, panel participation and hosting.

### HOW HE PRESENTS:

Mark is a versatile, adaptable and truly unique character who entertains audiences, conveying his knowledge of marketing food and drink in a fun and accessible way.