



## 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

### 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, he launched his new Premium Brand and Marketing Consultancy SUPERSONIC INC.

### LANGUAGES:

He presents in English.

### WHAT HE OFFERS YOU:

Drawing on over two decades, Mark offers audiences a clear roadmap to building powerful, memorable brands. His talks focus on helping businesses become "unmissable" by aligning brand identity, digital presence, and team culture.

### HOW HE PRESENTS:

Mark uses real-world case studies, humour, and a conversational style to keep audiences engaged, while challenging them to think differently about their brand positioning and customer experience. He delivers with charisma, clarity, and a results-driven mindset—always ensuring that his audience leaves with practical tools and the motivation to apply them.