



Rita Clifton CBE

International Branding Expert and Business Leader

"A renowned authority on branding and marketing"

Rita Clifton has been called "Brand guru" by the *Financial Times* and "The doyenne of branding" by *Campaign* magazine. *Retail Week* commented that she is 'A fabulous ambassador for business'. With a distinguished career spanning several decades, Rita has played pivotal roles in shaping the brand identities of some of the world's most iconic companies.

TOPICS:

- How to Build a World Class Brand
- Branding in the Digital Age
- Marketing
- Corporate Reputation
- Innovation
- Leadership
- Environment & Sustainability

LANGUAGES:

She presents in English.

PUBLICATIONS:

- 2020** Love Your Imposter: Be Your Best Self, Flaws and All
- 2003** Brands and Branding
- 2000** The Future of Brands

IN DETAIL:

Her career has included being a Vice Chair and Strategy Director at Saatchi & Saatchi, as London CEO and Chair at the global brand consultancy Interbrand and as co-founder of BrandCap. She is now a portfolio chair and non-executive director on the board of businesses including John Lewis Partnership, Nationwide Building Society and Ascential plc. Previous boards have included ASOS, Dixons Retail plc, Emap, Bupa and Populus Group. Her non-profit boards have included WWF (Worldwide Fund for Nature), the UK Sustainable Development Commission and Green Alliance. She was recently appointed Chair at Forum for the Future, the leading international sustainability organisation.

WHAT SHE OFFERS YOU:

Rita shares her vision and insights on how organisations can use their brand as a key wealth generator, and make it their most important single asset, making up the most valuable part of modern business.

HOW SHE PRESENTS:

Rita's style is informal and relaxed yet dynamic and challenging. She will guide audiences through the forces at work and stimulate discussion on brands and customer experience. Her presentations are inspirational and highly motivating.