

Rita Clifton

Former Chairman of Interbrand

"The brand is the most important and sustainable asset any organisation has – and it needs to be the central organising principle"



Rita Clifton has been called 'The Doyenne of Branding' by *Campaign* magazine, 'Brand Guru' by the *Financial Times*, and the *Daily Telegraph* described her as 'The Brand Leading the Brands'. A former Chief Executive and Chairman at Interbrand, Rita is now Vice Chairman and Strategic Director at Saatchi & Saatchi.

TOPICS:

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

IN DETAIL:

Interbrand is the world's leading brand consultancy. Rita has featured on a wide variety of TV and radio programmes, including *CNN*, *BBC*, *SKY*, *BBC World Service*, *Radio 4 Today* and *Radio 5 Live*. *The Bottom Line* with Evan Davies, *BBC2's Business Nightmares*, the Steve Jobs documentary *Billion Dollar Hippy*, and *Any Questions?* with Jonathan Dimbleby. She has been voted one of the 75 Women of Achievement in the fields of advertising, media and marketing, and is closely affiliated with the RSA, Marketing Society, Marketing Group, Account Planning Group, Institute of Practitioners in Advertising and is a member of the Government's Sustainable Development Commission and the Assurance and Advisory Board for BP's carbon offset programme. Rita now has a portfolio of chairing and non-executive directorships, including Bupa, Nationwide, Dixons retail plc and Populus.

LANGUAGES:

She presents in English.

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.

PUBLICATIONS:

2003 Brands and Branding
2000 The Future of Brands

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.