

INTERNATIONAL BRANDING EXPERT AND BUSINESS LEADER

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'.

Rita has worked with many of the world's leading companies on their brand strategy, and from national startups to global corporations across all sectors.

Rita has featured on a wide variety of TV and radio programmes on business, brand, marketing and communication issues, including CNN, BBC Breakfast, Channel 4 News, BBC World Service, Sky, Radio 4 Today programme and Radio 5 Live.

In 2016, Rita was engaged by Alibaba.com and CNBC as an Expert Mentor on a new 6 part TV series "Pop up Start up".

Rita has been a regular guest on Radio 4's The Bottom Line with Evan Davies, and on Sky News with Jeff Randall. She has appeared on the BBC TV series 'Business Nightmares' and 'Business Boomers', and the Steve Jobs documentary 'Billion Dollar Hippy', as well as Newsnight, the Daily Politics Show, Any Questions? with Jonathan Dimbleby and Sky's Murnaghan.

Rita speaks around the world on subjects as diverse as leadership, corporate reputation, innovation and communicating sustainability, as well as all aspects of branding and marketing, including personal and nation branding, branding in the digital age and how to build a world class brand.



Her writing has included the best selling book 'The Future of Brands', and two editions of The Economist book 'Brands & Branding'. She has been a reviewer and columnist for the Financial Times, Management Today and Marketing Week, and is a regular commentator in national and international press and magazines.

From 1997 to 2012, she was London Chief Executive and then Chairman at Interbrand, the world's leading brand consultancy, and before that Vice Chairman and Strategic Director at Saatchi & Saatchi. She now has a portfolio of chairing and non-executive directorships, including ASOS.com, Ascential, Bupa, Nationwide, and Populus (the opinion pollster to The Times and reputation research consultancy), as well as chairing the brand firm BrandCap and speaking and writing about brands. Past non-executive directorships have included Dixons Retail plc and Emap plc.



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Her pro bono roles include the boards of WWF, of the Henley Festival and as chair of the leading practical sustainability organisation The Conservation Volunteers. She has worked with Sir Jonathon Porritt for many years on environmental and sustainability issues, including as a member of the UK Government's Sustainable Development Commission and the Advisory Board for BP's carbon offset programme 'targetneutral'.

She has been on the Advisory Board at the Judge Business School at Cambridge University and was appointed Visiting Professor at Henley Management College in 2006. In 2009 she was made President of the Market Research Society, and is a Fellow of the Marketing Society and the Royal Society of Arts.

She has been voted one of the 75 Women of Achievement in the fields of advertising, media and marketing over the past 75 years, and was shortlisted for the Credit Suisse Outstanding Business Woman of the Year.

Rita has been recognised in the Debrett's 2015 list as one of Britain's 500 most influential people.

Rita was awarded a CBE in the 2014 New Year's Honours list for services to the advertising industry.

Last but certainly not least, Rita has two daughters.

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RECENT COMMENTS ON RITA'S SPEAKING:-

"..Interesting, informative, stimulating...convincing"
CBI

"Thoughtful and inspiring"
Pearson management conference

"..the highlight of the conference"
Marketing Society

"..the number one star of the day..authoritative..inspirational...thought provoking..brilliant"
Century Communications

"..brilliant moderating..witty, informative and fascinating"
Suzy Menkes, International Herald Tribune Luxury conference

"Fascinating and thought provoking"
BT conference

"A complete star...brilliant presentation"
Rothschild Business Conference

"....really fabulous. Relevant, informative, inspiring"
National Trust

"Our chairman of choice for our top conferences"
British Brands Group