

RITA CLIFTON

CBE



“Brand guru” Financial Times

“The brand leading the brands” Daily Telegraph

Rita Clifton CBE is a speaker, writer & practitioner on all aspects of brands, branding and business leadership. She graduated from Cambridge and started her career in advertising, becoming Vice Chairman at Saatchi & Saatchi, then London CEO and Chairman at the global brand consultancy Interbrand over a fifteen year stint. In 2013, she co-founded BrandCap, which has performed amongst the 1% most successful business start-ups in the UK.

Rita been an author of best-selling books including ‘The Future of Brands’ and two editions of The Economist ‘Brands and Branding’. She is working on her new book as we speak!

She is also a non-executive director on the board of businesses including ASOS, Nationwide Building Society and Ascential plc, and her non-profit boards have included WWF, The Conservation Volunteers (TCV), and the Government’s Sustainable Development Commission.

Rita received a CBE for services to the creative industries in 2014.

For more information, go to www.ritaclifton.com. For speaking and media enquiries, it’s lorraine@ritaclifton.com



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