



## Martin Glenn

**CEO of the Football Association**

*"An average plan well executed beats a brilliant plan done poorly"*

Martin Glenn is a veteran of industry and has built up a reputation for making well-loved British brands more dynamic, competitive and international in their reach. Martin is the CEO of the Football Association and prior to this he was the CEO of United Biscuits. He has worked on some of the UK & Europe's biggest Food Brands in the last 30 years.

### TOPICS:

- Branding and Positioning
- Innovative Marketing Strategies
- Corporate Social Responsibility
- The Role of Business in Society - What Makes a Good Company

### LANGUAGES:

He presents in English

### PUBLICATIONS:

**2005** Walkers Crisps: The Best Job in the World

### IN DETAIL:

Martin was President of PepsiCo UK, a merger of Walkers Snacks Foods, Pepsi Cola, Tropicana and Quaker Foods. PepsiCo UK had a turnover and profits approaching \$450m. He was also President of Walkers Snack Foods, whom he joined in 1992, working his way up from Director of New Product Development to Vice-President of Marketing, where, in 1985, he introduced the on-going, highly acclaimed, Gary Lineker advertising campaign and launched the 'Doritos' brand. He was responsible for the dramatic growth of Walkers Crisps and became President of PepsiCo in 1998. In 2006, Martin joined Birds Eye Iglo where he led the turnaround of the Group and in October 2010 the Group acquired Findus Italy from Unilever – a move which took the total company size to Euro1.5bn.

### WHAT HE OFFERS YOU:

Martin offers audiences a wealth of insight into marketing and branding strategies and explains the importance of innovative marketing techniques and how to achieve that all important customer brand loyalty.

### HOW HE PRESENTS:

An informative and entertaining speaker, Martin's inspirational presentations are filled with a veritable wealth of useful and proven ideas delivered in an easily digested formula.