



KEYNOTE SPEAKER TESTIMONIALS

LIVERPOOL JOHN MOORES UNIVERSITY

"David inspired both students and staff at Liverpool John Moores University with his upbeat and thought provoking talk about his many successful product launches in competitive international markets. With good humour and warm delivery style the students found David's approach both easily accessible and impelling. David's breadth and depth of knowledge and experience certainly added real value to all of the audience members and we are looking forward to working with David again in the future."

Dr Jan Brown

**Lecturer in Marketing
Liverpool John Moores University**