



KEYNOTE SPEAKER TESTIMONIALS

LONDON BUSINESS SCHOOL

“David has been a guest speaker in my LBS class on Marketing and Managing Innovation for three years now. Common to most LBS classes, the group of students is very diverse – they come from many different countries, have worked in many different industries, and vary greatly in the number of years they have worked. Speakers often find it a challenge to be engaging and relevant to such a diverse audience. This has never been an issue with David, whose talks have always gone down well with the group. David brings a refreshingly different viewpoint to the subjects he talks about. This is clear from both the amount of questions he gets asked during the talk, as well as the amount of discussion after his talk is over. The students do not always agree with what he is saying, but they are forced to re-examine some of what they have often taken for granted, by way of assumptions on how branding gets done, and this makes for a lively back and forth. Overall, it’s been a pleasure to hear David over the years, and I would be happy to have him back.”

Professor Om Narasimhan

Professor of Marketing, LSE

Visiting Professor of Marketing, London Business School