



KEYNOTE SPEAKER TESTIMONIALS

REGENT'S UNIVERSITY LONDON

"David is an astonishing speaker. The creator of some of the world's most well-known and distinctive drinks brands, his creativity, vision and modesty are extraordinary. The stories he tells behind some of the brands he has created over the past 40 years are breath-taking. If you ever want to hear a speaker talking about the products he made, with style, dry wit and great thoughtfulness, David is your man."

Professor G Neil Martin

FRSA Head of Psychology

Regent's University London

Author of “Psychology” and “The Neuropsychology of Smell and Taste”

“David has a wealth of knowledge. His presentations are doused with provocation, humour and data-insights into the marketing industry from a lifetime of experience of new product development, especially in the drinks sectors. I would describe David Gluckman as ‘old-school with a 21st Century twist’ because he has a seemingly endless archive of amazing stories [each as luscious as the brand he’s talking about] and the authority and enthusiasm with which he delivers his narrative is not only engaging but also just a complete joy to listen to! David has now spoken to literally hundreds of my students at Regent’s University London, as well as many staff and external guests, and each time when I look around the room I can see people either mesmerised



or frantically making as many notes as they can! With the global interest in 'marketing psychology' at an all-time high, we've been privileged to have David share his expertise with our MSc Marketing Psychology students, all of whom are definitely much richer as a result."

Dr Zubin Sethna

Regent's University London

Head of Programmes - Innovation, Entrepreneurship and Family Business