

speaker

Christopher Sewell

Environmental and Sustainable Marketing



Business Director

Christopher learnt the marketing communication trade from the ground floor up in London before migrating to Sydney in the 80's. His work at Saatchi's lead to a transfer to Hong Kong for three years where Christopher has helped set up the first China office and worked and organized most of the regional Asian centres. Returning to Sydney he was managing director of a Saatchi off-shoot before moving to Brisbane to be creative director. Stints at other agencies in all Eastern States covered the breath of media disciplines and included developing accounting and traffic software including training and implementation.

Christopher also worked for five years with the print procurement area of the Commonwealth Bank leading projects such as mail house and print evaluation and supplier selection as well as numerous software solutions and installs. He has a wide-ranging knowledge of all areas of the advertising and procurement world with a practical business focus.

Chris developed the CO2counter late 2007. The driving force behind developing the CO2counter platform was the explosion of businesses claiming 'Carbon neutrality' as a marketing position while not understanding that should be the last step after measurement then reducing consumption as far as possible. Chris has a passion for the reducing carbon emissions in all business especially throughout the entire marketing supply chain.

Topics

- "Previous engagements:
- Transactional Level Carbon measurement in Printing" Litho Institute of Australia (LIA), Sydney F
- "The Benefits of Measuring Carbon Emissions in Direct Marketing" ADMA lunch Marriott Hotel Brisbane
- The effect of Carbon Emissions on Marketing Communications. Breakfast seminar to Federal Government Canberra,
- TrinityP3 "Budget Maximisation Workshops "How operational efficiency is wedded to environmental best practice" Sydney & Melbourne
- "Developing a greener digital media across a multi channel strategy". Green Media Conference Boston,