

speaker

Bill Merrick

Marketing Leadership as a Business Driver



UK CEO

Bill is a seasoned senior executive with over 30 years extensive global experience in all aspects of marketing on both client and agency sides.

He has led brand development, brand turnarounds, change management, campaign development and crisis management – predominately within Fortune 500 companies.

He has worked on complete programs for some of the world's leading brands – BMW, Peugeot, Volvo, IBM, Siemens, Whirlpool, McCain, BHP, UBS, HSBC, BAT, Prudential and The United Nations For Climate Change Convention.

He has led teams in all regions of the world – Asia and The Americas – as well as Europe, the Middle East and Africa.

Earlier in his career, Bill was Regional Director for O&M Asia Pacific, Marketing director for Compaq Computer in South Asia and a Managing Partner of EuroRSCG Worldwide in both Europe and Asia.

Prior to joining TrinityP3, he was Worldwide Managing Director of Global Brand Management at Ogilvy & Mather, where he worked directly with some of the company's largest clients to deliver marketing solutions around the world.

More recently, Bill has led his own consultancy practice focused on improving marketing and marketing communications in a broad range of industries from packaged foods to infrastructure. All of this experience helps Bill to apply insight gained across many industries to help businesses reach their highest potential, solve complex problems and drive business results.

TrinityP3 – commercial in confidence

Topics

“How the CMO Can Block the Drain and Build a Reservoir of Extra Profit.”

Strategies for marketing to use alignment to business objectives get a better ROI on everything.

“Why and How I’d Like To Make CMO’s Lives Longer.”

Life as a CMO needn’t be short-lived. A look at a lasting career.

“Time Well Spent Is Money Spent Well.”

Where should CMOs spend their time for maximum return?

“Measurement for Marketers – Why Lots of Things Matter More Than Size.”

Measurement is good. But what you measure is what matters.

“The Ten Most Common Traps for Marketers.”

The most common mistakes made by marketers and how to avoid taking the bait.