

Peter Fisk

Branding, marketing and business innovation expert

- Available For:
- Keynote Speaking
 - Hosting & Presenting

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About

Peter Fisk is a business and innovation, brand and marketing expert - making sense of fast-changing markets, learning from a new generation of business, digital and physical, large and small, west and east... inspiring and enabling you to innovate and win. He is a bestselling business author of six books, a keynote speaker, and experienced consultant and coach to business leaders around the world. He was recently described by Business Strategy Review as "one of the best new business thinkers".

Peter Fisk grew up in the remote farming community of Northumberland, in the North East of England, and started his career at British Airways, after an initial foray into the world of nuclear physics. In the airline, he worked across sales and marketing, including development of the Executive Club relationship marketing programme, brands such as Club World and Concorde, and a new business strategy to address the new challenges of globalisation, low cost entrants, and new technologies.

He then joined PA Consulting Group, helping some of the world's leading companies to develop more innovative business strategies and customer-centric businesses. As leader of PA's global marketing consulting team, he led the creation of market-shaping strategies, the repositioning of brands, and introduction of new products and channels.

Peter has addressed the key issues in almost every sector, from Silicon Valley to Singapore. Examples of his experience includes introducing a customer-centric change programmes at BT and Orange, value-based marketing framework for Microsoft, the reinvention of food for Marks & Spencer, a new customer strategy for Sainsbury, services strategy for O2, and a new brand strategy for Shell. He helped Virgin enter the financial services market, American Express to embrace new approaches to innovation, Vodafone to enter new international markets, also BT to develop its Marketing Excellence programme and community, Royal Mail to prepare for competitive markets, and Philips transform from product-driven techies to market-shaping innovators.

As CEO of the Chartered Institute of Marketing, Peter became recognised as a leading expert and commentator on marketing worldwide. Representing over 60,000 marketers in 130 countries, he challenged existing perceptions of marketing, and championed new practices and standards. In particular he encouraged marketers and business leaders to embrace customers and brands as the most important source of long-term shareholder value.

Peter now runs his own branding and business innovation company, working with business leaders to see things differently, to imagine, develop and implement more inspired strategies for brands, innovation and marketing. He works globally and across sectors, sharing insights, ideas and next practices. Recent clients include American Express and Coca Cola, GSK and Marks & Spencer, Microsoft and O2, Philosophy and Red Bull, Shell and Virgin, Vodafone and Volkswagen.

Peter Fisk is an inspirational speaker on all aspects of marketing - customers and brands, strategy and innovation. He is thoughtful and considered, provocative and entertaining, and in recent months has delivered keynote speeches for companies and conferences, from London to Paris, Istanbul to Singapore.

Testimonials



“

Peter Fisk was inspirational. He combined deep insight into our changing world, with practical and innovative ideas for application.

Darren Marshall, Senior VP, Asia Pacific,
The Coca Cola Company.

“

Peter Fisk was excellent - insightful, inspiring and incredibly energetic. He made our Hershey conference very special.

Peter Smit, VP International Markets,
The Hersheys Company.

“

This has been an incredible day. I know Peter has made everyone of us think differently, and inspired us to start creating our future now!

Cindy Roll, VP Marketing, GSK Canada.

“

Peter Fisk's insights into the future of brands and marketing are incredible. As is everything about his seminar today - the presentation, the interaction, the music, and the energy.

Svetlana Omelchenko, Head of
Marketing Development, BAT.

“

Peter Fisk's keynote was of his usual high standard and very interesting, but most of all his charisma undoubtedly contributed to the success of our event.

Bernadette Lobjois, Secretary General,
The European Lotteries Federation.

“

The presentation was thoughtful and provocative. An excellent bringing together of our business challenges that left our people energised and inspired.

Peter Thomas, Marketing Director,
Accenture.

“

I am now inspired to use my left and right brain more actively together. I loved learning about Einstein and Picasso, and how they would address today's business challenges.

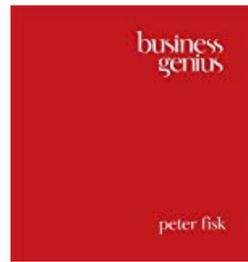
Johan Svedberg, Head of Brand
Development, Ericsson.

“

There is a real buzz around the business after your workshop. People found your insights very useful, and your style inspiring.

Graham Baker, Head of Marketing
development, Ladbrokes plc.

Books and DVD's



creative
genius

peter fisk



Exclusive Interview



TAGS FOR PETER FISK

Business Leader

Change Management

Corporate Turnaround

Strategy & Competitiveness

Inspirational

Business Growth

Creativity

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