

Rob Malcolm

Executive in Residence, Center for Customer Insight and Marketing Solutions at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Executive consultant, mentor and coach - marketing, sales, and innovation

Description

Rob Malcolm is a seasoned business professional and an educator with primary areas of interest including global marketing, building global brands, organizing and building High Performance Marketing organizations and driving accelerated growth through a balance of organized and disruptive marketing.

He speaks and writes on topics of consumer insight and understanding (solving consumer puzzles); sustaining mastery in marketing; global brand management; and marketing design.

Malcolm is the executive-in-residence with the Center for Customer Insight and Marketing Solution at the McCombs School of Business, The University of Texas at Austin. He has also taught marketing at the University of Pennsylvania, Wharton School of Business.

Malcolm spent 24 years at Procter & Gamble before becoming president of marketing, sales and innovation for Diageo, the world's largest premium alcoholic beverages company. He retired from full-time corporate work in 2008, but continues his influence by sitting on the board of Hershey Foods, acting as senior advisor to Boston Consulting Group (BCG), and serving as the chairman of the board of the American Marketing Association.

Industry Expertise

Education/Learning, Consumer Goods, Beverages - Alcoholic, Market Research, Specialty Retailers, Food and Beverages, Advertising/Marketing, Corporate Training, Research, Corporate Leadership

Topics

Marketing Strategy, Global Marketing, Building Global Brands, Disruptive Marketing, Sales Strategy, Marketing Innovation, High Performance Marketing, Consumer Products, Customer Insight, Brand Management, Market Research, Integrated Marketing, Brand

Affiliations

American Marketing Association: Board of Directors, Boston Consulting Group: Senior Advisor, Yorktown LLC: Board Member, Hershey's: Board of Directors, Just Marketing, Inc.: Advisory Board Member

Sample Talks

Build a High Performance Marketing Organization

How to build and embed a world class, sustainable marketing capability discipline in your organization.

Building Global Brands

Drawing on the successes of Procter and Gamble, Diageo and others – how to build successful global brands, taking into account both the –what– and –how– of successful brands and organizations.

The CMO of the Future

In the face of unprecedented change and challenges what do today’s CMOs need to do to successfully lead their marketing performance and development of their marketing organizations.

Resource Allocation and Marketing ROI

Given all the choices about how to spend marketing dollars and the pressure on delivering ROI, how does the marketer develop a framework that increases the odds that they are spending their money on the highest value activities.

Insights That Transform

How do marketers develop insights that lead to transformational results for their businesses. Most companies are placing emphasis and resources on –insights– but few have mastered the process of routinely finding the –most penetrating discovery of consumer motivation that ignites growth–.

Education

University of Southern California - Marshall School of Business

BS and MBA Marketing

Accomplishments

Lecturer, Wharton Business School

Three years and seven months teaching at the University of Pennsylvania.

President, Global Marketing, Sales and Innovation, Diageo

During the first decade of Diageo’s formation, growth accelerated significantly and Diageo established a very strong reputation as one of the premier marketing companies, winning many awards for its advertising, direct and digital marketing, design and innovation. Malcolm had oversight of more than 70 brands in 170+ countries with a marketing budget of more than \$2.5 billion annually.

Vice President, Beverages, Europe, Middle East and Africa, Procter and Gamble

Malcolm got his start with Procter & Gamble, which provided a strong foundation in all disciplines of marketing and nurtured a keen sense of strategic discipline and analytical rigor, as he progressed through both marketing and general management assignments, working on more than 75 brands in more than 40 countries.

Advertising and Marketing Awards

Diageo Beverages: Among the advertising awards are numerous Effie™s and two Cannes Gold Lions (the highest advertising award globally in the industry) for Guinness and Johnnie Walker. Most recently, the Johnnie Walker “Keep Walking” campaign, won the two top awards at prestigious IPA effectiveness award in the UK. The IPA competition is recognized as the most rigorous test of proven advertising effectiveness in the world today.

Testimonials

David Wenger

Rob Malcolm is a seasoned marketing professional who has overseen 70 major brands in 170+ countries. Since retiring he devotes his time to providing senior board leadership to national organizations, and mentoring students and faculty members in marketing innovation. He is a bridge-builder, a sage counselor, and is always a spark for fresh thinking.

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