

Shaun Whatling

CEO at Redmandarin

London, London, GB

Shaun is an intelligent, stimulating, and frequently challenging speaker on the subject of how businesses engage with customers.'

Biography

Shaun's approach to the organisation-consumer relationship draws on: seven years' experience, as the Marketing Director of a small NGO, which doubled trading turnover and membership and secured a £1m investment from Sega in an early example of educational sponsorship; one year as Head of UK Comms at The Body Shop Int'l, watching Anita wrestling with the agony of 'operationalising' the business; a further seven years co-founding and building what became the world's largest action sports agency - helping brands navigate the often turbulent sub-cultures of snowboarding and surfing; and latterly as CEO of Redmandarin, advising major corporations on the real world relationships generated by sponsorship; and three years as a student of psychotherapy, with its rich understanding of applied relationships

Availability

Keynote, Moderator, Panelist, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing, Philanthropy, Management Consulting

Areas of Expertise

Sponsorship, Social Marketing, Olympics, Platform Marketing

Sample Talks

Olympic partnership strategies and their challenges

The result of 30 interviews with Olympic brands and client experience with six Olympic sponsors, this presentation analyses the principles for success underlying the Olympic winners, and the most common causes of failure.

Event Appearances

Title

CIM Marketing and the 2012 Games

Title

Nordic Sponsor Summit

Title

Future Sponsorship

Title

AQR

Title

Marketing Week

Title

Sportcal 20YS

Education**St Edmund Hall, Oxon**

MA Modern Languages (French and German)

University of Oxford

BA Modern Languages

City Lit

Practitioner Diploma Thai massage

Metanoia Institute

MSc in Gestalt Psychotherapy Gestalt Psychotherapy

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