

PERSONAL DETAILS

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EDUCATION

University of Bath, School of Management
Ph.D. Marketing 2009

London Business School
MBA, September 2000

Aston University, Birmingham
BSc (hons) in Management 1989

CAREER

2000 - PRESENT

Passionbrand, founder and partner. A strategic brand consultancy, clients include Johnson & Johnson, The World Economic Forum, EasyJet, BBC Worldwide, Pfizer, Nationwide, Nando's, Wella

2011 - Present

Monthly business columnist for Marketing Magazine, Campaign Magazine, Marketing Week
Winner of PPA business columnist of the year in 2011 and 2017 (shortlisted 2020, 2021)
Winner of BSME business columnist of the year 2017 (shortlisted 2019, 2020, 2021)

1996 - 1998

Group Board Account Director Amirati Puris Lintas Advertising

1991 - 1996

Account Director to Board Account Director BDDH Advertising

1989 - 1991

Account Manager KHBB advertising (Saatchi owned)

HELEN EDWARDS

ACADEMIC TEACHING EXPERIENCE

London Business School

2020 – Adjunct Associate Professor: Brand management elective (streams C and D, Dubai block week), LondonCap, Executive education: Strategic Branding

2017 - 2020: Guest lecturer, executive education Strategic Brand Management

2000 - 2020: Guest lecturer, brand management MBA elective

Bath School of Management

2006 - 2019 Guest lecturer MBA brand management

2017 Adjunct Lecturer, Brand Management elective, designed and delivered 30% of course

2016 Guest Lecture, MBA two-day brand management workshop

INDUSTRY EXECUTIVE TRAINING

2021/22 Consumer orientation masterclasses and coaching for ORKLA

2020 - Brand and consumer orientation custom session for Sage Financial services (as part of LBS exec ed team)

2019 - Masterclasses for NatWest, Johnson & Johnson (focus on brand innovation)

2018 - present: British Retail Association, Oxford Summer School.

2016 - 2018: One day masterclasses for Heinz, Orkla, Estee Lauder

2018: Pfizer consumer healthcare, consumer insights 2-day course

2015 - present: Avon Cosmetics brand development training (On and offline)

2011: EDF Energy, designed and developed 12 session Brand Bootcamp

INVITED INDUSTRY WRITING & SPEAKING

Co-author, 'Creating Passion Brands: how to build emotional brand connection with customers'; Kogan Page, 2005

Chapter contributor (co-author), 'The Definitive Book of Branding'; Sage, 2014

Chapter contributor, 'Eat Your Greens: fact-based thinking to improve your brand's health'; APG, 2018

Chapter contributor, 'Advertising Works 24'; IPA, 2018

New book commissioned for publication in 2022: Kogan-Page publishing 'Marginal to Mainstream: Why tomorrow's growth will come from the fringes – and how your brand can get there first'

2022 Member of the UK Effies Council

2022 Speaker at Festival of Marketing

2021 Speaker at Festival of Marketing – The Bottom Line

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2021 Speaker at ITV Backing Business

2020 Marketing Week webinar on consumer research during Covid- 19

2020 Mainstage speaker at The Festival of Marketing (October)

2020 Mainstage speaker at Prague Marketing Festival (biggest marketing event in the region, audience of 2000)

2019 Mainstage speaker at The Festival of Marketing

2020/21 Judge for Top 100 Marketers (Marketing Week)

2019 Judge for The Top 100 Marketers (CentaurMedia)

2019 Keynote speaker at industry events for Salesforce, Ipsos-Mori, JC Decaux, Google Firestarters

2018 Mainstage speaker at The Festival of Marketing

2018 Judge for IPA Effectiveness Awards

2017 & 2018 Judge for Marketing New Thinking Awards

2017 Speaker at Campaign Underground Conference – Applied Captivation

2017 Speaker at PR360 conference

2015 Judge for APG Strategic Planning Awards

Winner APG Battle of Big Thinking Conference (2006, 2010)