**HELEN EDWARDS**

**London Business School**

**Regents Park, London, NW1 4SA**[**helene@london.edu**](mailto:helene@london.edu)

**www.passionbrand.com**

**EDUCATION**

**University of Bath, School of Management**

Ph.D. Marketing 2009

**London Business School**

MBA 2000

**Aston University**

BSc (hons) Management 1989

**CAREER**

**2000-present**

Founder and partner, Passionbrand strategic brand consultancy.

Clients include Johnson & Johnson, 3M, The World Economic Forum, EasyJet, BBC Worldwide, ITV, Avon, Nationwide, Wella.

**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

**ACADEMIC TEACHING**

**London Business School**

**2021-present**

Adjunct Associate Professor of Marketing

Brand Management elective; London Cap; Executive education

Developing two new electives for 2025, developing new extended marketing core for MBA+1

**2020-2022**

Teaching Fellow

Brand Management elective; London Cap; Executive education

**2000-2020**

Guest Lecturer

Brand Management elective

**Bath School of Management**

**2006-2018**

Guest Lecturer, MBA Brand Management

**2017**

AdjunctLecturer,Brand Management elective

**2016**

Guest Lecturer, MBA two-day brand management workshop

**INDUSTRY EXECUTIVE TRAINING**

**2023**

Diageo innovation training workshop

Specsavers marketing team workshop

**2022**

Johnson & Johnson brand strategy development workshops

**2021**

Orkla consumer orientation masterclass

**2020**

Sage Financial Services brand and consumer orientation custom session (as part of LBS exec ed team)

**2019**

NatWest brand innovation masterclass

Johnson & Johnson insights masterclass

**2016-2018**

One-day marketing masterclasses for Heinz, Orkla, Estee Lauder

**2011-2013**

EDF Energy: designed and developed 12-session Brand Bootcamp

**SPEAKING**

**Industry Conferences and Events**

**2024, 2023, 2021, 2020, 2019, 2018**

Festival of Marketing, London. Main stage speaker

**2024**

Life-Changing Ideas Summit, Cyprus. Keynote speaker

**2023**

QSP Summit, Porto. Main stage speaker

Digital Copenhagen Conference, Denmark. Keynote speaker

**2020**

Prague Marketing Festival, Czech Republic. Main stage speaker

Marketing Week Webinar on consumer research during Covid

**2017**

Campaign Underground Conference

PR360 Conference

**2006, 2010**

APG Battle of Big Thinking Conference (both talks voted winners)

**Commercially commissioned talks**

**2024**

Kantar Ignite Innovation Conference, London

Invited speaker on ‘Marginal to Mainstream’ at Diageo, Lloyds Bank, ITV

**2023**

Invited speaker on ‘Marginal to Mainstream’ at Specsavers, Church & Dwight

**2021**

Invited speaker at ITV Backing Business

**2019**

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

**Podcasts and broadcast**

**2023-2024**

Multiple podcasts on ‘Marginal to Mainstream’ including Google Firestarters, On Strategy, WGSN Futures, The Innovation Show.

Regular commenter for BBC Radio and News on brand-related stories

**WRITING**

**Column**

**2018-present**

Monthly business columnist for *Marketing Week*

**2016-2018**

Weekly business columnist for *Campaign*

**2010-2016**

Weekly business columnist for *Marketing*

Over 500 columns written across the period, covering all aspects of branding, marketing and business.

**Awards for writing**

PPA Business Columnist of the Year, 2011, 2017 (shortlisted 2019, 2020, 2021, 2022, 2023, 2024)

BSME Business Columnist of the Year, 2017 (shortlisted 2019, 2020, 2022, 2023, 2024)

**Books**

Author, ‘From Marginal to Mainstream: why tomorrow’s brand growth will come from the fringes – and how to get there first’ (Kogan Page, 2023)

Co-author, ‘Creating Passion Brands: how to build emotional brand connection with customers’ (Kogan Page, 2005)

**Chapters**

Chapter contributor, ‘Eat Your Greens: fact-based thinking to improve your brand’s health’ (APG, 2018)

Chapter contributor, ‘Advertising Works 24’ (IPA, 2018)

Chapter contributor (co-author), ‘The Definitive Book of Branding’ (Sage, 2014)

**Articles**

Invited thought-piece articles for LBS Think, The Independent, Business Insider, Edge

**FURTHER INDUSTRY CONTRIBUTION**

Member of the UK Effies Council

Panellist, London Business School Think Ahead events

**Awards Judge**

**2023**

Marketing Week Awards

**2022,** **2020, 2019**

Marketing Week Top 100 Marketers

**2018, 2017**

Marketing New Thinking Awards

**2018**

IPA Effectiveness Awards

**2015**

APG Strategic Planning Awards