



Bringing out the best in Business!

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Name

Mark Kelleher

Topics and Title

Technology & Business Change

Background History

Mark Kelleher has over 20 years experience of working within the Media and Telecommunications industries. He has led technology and business change, and worked in the UK and across Europe. His current focus is helping organisations embrace the digital world through identifying customer value and new marketing.

His technology background coupled with a sound understanding of business, makes him ideally placed to give organisations an external and independent perspective on digital technologies.

Areas of Expertise

Mark is a compelling and entertaining business motivational speaker. His focus is on customer value and adapting to the new world. He has worked with large and small organisations and is recognised as a thought leader in the marketing technology arena.

Specifically he talks on the subject of maximising business value from new technologies. At a time when organisations, and in some cases whole sectors, are struggling to address digital change, Mark gives insights to help form new perspectives about your organisation in a changing world. Mark champions the importance of customer focus, technology and innovation to guide a business's future success.

As well as being an international speaker, facilitator and business adviser, Mark has appeared in the business press to push forward new ways of thinking, seeing digital technology as an ally not an enemy.

He is regarded as an expert in the technology sector and the impact of technology on business. He has worked with a huge range of organisations from the very large, including BTplc and BT Global Services – to the small: National Trust London and The Reading School.

Recently he delivered a keynote at the Technology for Marketing & Advertising event in Earl's Court, London.

Mark is a strong believer that interaction, relevance and humour are key to creating a positive and motivating experience for the audience.

Comments:

"Mark has an impressive command of developments in new technologies and the effect they are having on the broadcasting landscape. He is also a dynamic and engaging presenter who explains with passion and clarity what these developments mean for broadcasters, audiences and consumers."

Sheila Browne, Coach, Consultant and Facilitator at Ashridge