

KEVIN ALLEN

Former Advertising Guru, Organisational Growth & Development Professional and Business Author

LONDON
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Topics

- Branding
- Innovation
- Marketing

Kevin Allen is recognised as one of the advertising industry's most accomplished growth professionals, having spent two decades at the top of advertising giants McCann-Erickson, the Interpublic Group and Lowe Worldwide. A highly renowned US advertising and marketing figure, Kevin was a catalyst for McCann's achievement as Global Agency of the Year, two years in row. As Lowe Worldwide Vice Chairman he played a pivotal role in the turnaround that named the company Ad Age's "Turnaround Agency of the Year" in 2009.

Kevin is now CEO and founder of London based business transformation company re:kap, that counts Burberry, M&C Saatchi, Nokia, Omnicom, Rolls-Royce, Cheil, Smythson and Swedbank among its global clients. He is author of recently released 'The Hidden Agenda, A Proven Way to Win Business and Create a Following'. This Wall Street Journal Bestseller is a rich, instructive story of his successful brand and advertising exploits.

A seasoned brand marketer, Kevin led the creation of the transformative 'Priceless' campaign for MasterCard, a true US and global marketing icon. He has led efforts for other brands including AT&T, General Electric, JP Morgan Chase, Johnson & Johnson, Pfizer, The Ritz-Carlton, Smith Barney and Wendy's. Kevin was part of the team that coined the brand name Citigroup and as a one-time Marriott employee led McCann's team to win Marriott's advertising account and coined Marriott's closely held of mantra 'The Spirit to Serve'.

While a New Yorker at heart, Kevin is true globalist. He led the team that created the Saudi Aramco brand identity and has worked over the years with brands such as Opel, South African Airways, Nestle, Electrolux, Siemens, Lufthansa and China Mobile.

He was one of the founding members of former New York Mayor Rudy Giuliani's team and advisory group that developed the platform for his successful mayoral election and turnaround strategies for the City of New York. Kevin is a visiting lecturer at The Columbia University Graduate School of Business, the Cass School of Business and the European Business School at Regents College London. Kevin is a highly skilled growth professional and is uniquely positioned to teach companies – and individuals – how to "win".

Kevin is also the author of "The Hidden Agenda: A Proven Way to Win Business and Create a Following."