

ABCG

Mike Ashton BA, DipM, MBA, FCIM

International Business Speaker

Creating Brand Experiences,
Building Customer Experience,
Leading Change



From 25 years building powerful brand and customer experiences to 60 minutes of high octane ideas and inspiration. Hold on to your seats!

Biography

Mike Ashton is a professional speaker and brand consultant. He specializes in helping organizations to develop winning brand strategies and turn them into powerful customer experiences. Mike's unique understanding and pragmatic style have made him a popular speaker in the UK, Europe and the USA.

Mike's commercial track record includes senior roles with some of the world's leading brand names including Procter & Gamble, Johnson & Johnson and hotel giant, Hilton.

Joining the board in 2000 as Senior Vice President, Marketing & Brand Management, Mike led Hilton's transformation to become the No.1 hotel brand in all major markets outside the US.

Mike's challenge was to develop a brand strategy that would bring commercial success to Hilton and inspire over 100,000 team members around the globe – and turn that strategy into an experience enjoyed by millions of guests visiting 250 Hilton hotels in 75 countries every year.

The journey required Mike and his team to challenge conventional thinking in almost every dimension of Hilton International's business, from commercial planning and product development to operational performance and cultural change. It's an inspirational journey that took the brand to

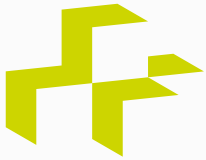
unprecedented levels of quality and consistency across its diverse international markets.

Mike is a powerful and inspiring speaker who likes to focus on providing practical advice that draws on his own experience. He challenges his audience to look at their own issues in a new light and consider what they can do differently in the future. As Mike says, 'everyone should leave with at least one really strong idea they'll put into action the next day to make a difference.'

Today, Mike is Managing Director of ABCG (Ashton Brand Consulting Ltd), where he helps his clients build their brand by transforming their CX performance through a unique blend of consulting and transformational training. He is also a non-executive Director and Trustee of Revitalise a UK charity providing support for those with physical disabilities and is on the advisory board of IQPC Exchange and a Programme Architect and Course Director for the Chartered Institute of Marketing.

Based in the UK, Mike is a family man, a sportsman and musician, playing drums and percussion with a popular Beatles tribute band "The Dung Beatles". Along the way Mike's found the time to earn an MBA and Fellowship of the Chartered Institute of Marketing.





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What the audience has to say

"It was a real pleasure to have Mike as our principle event moderator for the AVEVA World Summit in Dubai. The Summit is our premier customer event so it must be very professional. With hundreds of details to manage when organising an event like this, it was great to be able to put our full trust in Mike to meet our high standards. He engaged very effectively with our audience, added his own personal insights into the event presentations, and did a fantastic job of managing the pace of the event. We look forward to working with Mike in the future." *Steve Tongish, VP of Marketing at AVEVA*

"I've seen Mike in action at a couple of conferences. He knows his subject inside out and speaks with a passion that's infectious – practical advice people can really use the next day." *Sally Hunt, Managing Director, Worldspan Group*

"Mike's presentation was a high point. He brought his vast practical experience to life with down-to-earth examples and a great sense of humour – we'll be asking him back." *Michael A. Ford, Director, The Performance Institute, Arlington USA*

"Mike distils 25 years experience building brands and customer experiences into 60 minutes overflowing with ideas and advice relevant to just about any business. Delegates loved it." *Professor Hugh Wilson, Cranfield University*

"Mike has been a keynote speaker at our annual conference for 3 straight years. Always thought-provoking and entertaining, Mike never fails to get rave reviews from delegates." *Jennifer Brooke, bca Executive Director*

Mike's presentations are thoroughly researched and tailored to each event

Here are some of his most popular topics:

From Brand Strategy to Brand Reality

A step by step guide to help organizations create and deliver market leading customer experiences.

Winning Hearts and Minds for the Brand

10 practical suggestions showing how to lead and motivate an organization to "live the brand" and create powerful customer experiences.

Measuring the Commercial Value of Great Customer Experiences

A practical guide to measuring performance and assessing the commercial impact of investment in brands and customer experience.

Overcoming Barriers to Change

Creating great customer experiences means changing the way we operate. This session helps audiences understand & overcome the main barriers to change.

If you are looking for a keynote speaker for your forthcoming event or would like any further information please email hello@abcg.co.uk or call **01494 770317** for an exploratory chat.