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Speaker Biography



Ailie Ferrari, University Brand Specialist – University of Glasgow

Ailie Ferrari is University Brand Strategist at the University of Glasgow, where she is responsible for providing strategic leadership of all corporate marketing communications. Ailie's focus at Glasgow has been on developing a new Brand Framework to provide coherence and consistency to brand messaging across the University. For this work, Ailie was nominated for the 2014 International Brand Master Award and has won a CASE Grand Gold Circle of Excellence Award.

With a breadth of marketing experience gained in financial services, learning, IT and B2B environments, Ailie is a Chartered Marketer, a member of the Chartered Institute of Marketing (CIM) Scotland Region Board, a Fellow of the Leadership Foundation and represents the University on the World 100 Reputation Network. Ailie graduated from the University of Strathclyde with a 1st Class BA (Hons) in Marketing and holds Diplomas from the Market Research Society and the CIM.

Prior to joining the University of Glasgow in 2012, Ailie was the marketing lead at Glasgow Caledonian University, winning awards for Best Student Recruitment Website from HEIST and CIPR, and Best Marketing Team in the CIM Marketing Excellence Awards.