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Sports sponsorship:

Standard Life Investments explain the British & Irish Lions and Ryder Cup sponsorship strategy

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Speaker Biography

Nuala Walsh, Global Head of Marketing and Client Relationships - Standard Life Investments



Nuala has a 24-year track record of globalising businesses, repositioning brands and generating P&L growth.

As a former transformation and strategy consultant, Ms Walsh has advised multiple firms industrywide, including the World Bank.

An award winning marketer, she was instrumental in the trajectory of the world's largest investment companies and brands including Merrill Lynch and Blackrock. Having held several senior positions, Ms Walsh is a member of the Standard Life Investments Operating Committee and Global Head of Marketing and Client Relations.

Her sports sponsorship portfolio includes British & Irish Lions; The Ryder Cup; Andy Murray; and Merrill Lynch Tour of Champions.

She was elected to the UK Board of UN Women in 2015 and chairs the Government Relations Committee; she is an EBRD advisor to small business and was recently listed as one of FN's Top100 Most Influential Women in Europe.