

## **Speakers:**

### **James Horsham MBA FCIM**

James began his education at Christ College Brecon, one of the Wales leading public schools. A keen sportsman he played competitive rugby and represented Welsh Schools at athletics. His higher education started at UWIC (University of Wales) and more recently at the University of Glamorgan where he obtained a master's degree in business administration.

His career started at the Gleneagles hotel as a marketing executive, he then became business brands manager of Stakis plc before becoming head of marketing for the Paramount Group of Hotels. During his time in the hospitality industry James travelled widely across Europe and America marketing both the hospitality brands he championed and the various destinations in which they were positioned.

James eventually moved into the agency world and worked with a wide variety of clients from Confused.com to Microsoft.

Now James runs his own brand consultancy (Brand/68) and publishing business based in the UK and Ghana.

### **Rob Morrice**

Rob Morrice is the MD of IAS b2b Marketing, the Bollington, London – and now Paris - based agency which is taking the world by storm. When he joined seven years ago, he told the staff that IAS would be Number 1 B2B agency in the UK in five years and in the world in ten. They thought he was a Scottish lunatic – they don't now!

Three years ago, IAS was named UK B2B Agency of the Year in both award schemes that dish out that accolade. And last year, Rob and his Cheshire warriors raided the Business Association of America Awards and stole the title of 'Global b2b Agency of the Year', the first time it had been won by a non-US agency in its 36 year history.

Originally a consumer adman who got bored of working on 'beer and sweetie' accounts, Rob sold his agency SMARTS in order to start a crusade to make B2B Marketing creative, sexy and fun as. His latest escapade was to mount a music and cultural festival, the IAStival which attracted 600 IAS stakeholders and some of the country's top musicians, authors and poets.

Under his leadership, IAS has become the Man Utd of B2B. When they turn up at pitches or award schemes, the virtually always go home with the spoils. The agency's latest batch of clients include global IT provider for the London 2012 Olympic Games, Atos as well as Kingspan, Total GP, Climate KIC, Monitise and Amundi. IAS has scooped a remarkable 19 awards since the turn of the year, continuing its relentless assault on the global B2B awards circuit.

### **Reuben Webb, Creative Director**

Reuben Webb is the multi-award winning Creative Director of IAS b2b Marketing, the Bollington, London and now Paris based agency. He has forged a significant reputation for continually pushing the boundaries of uncompromising originality and creativity, dispelling the myth that B2B creativity is dull and ordinary.

With Reuben at the forefront of all things creative, IAS's crusade to make B2B marketing creative, sexy and fun as has been nothing short of relentless.

His severe dislike for the use of creative clichés in B2B marketing is no secret, with his anti-cliché campaign culminating in the writing of the brilliant, 101 Clichés – which highlights the most serial offenders, in a bid to forever rid B2B of its most notorious creative faux pas.

Teaming up with the world renowned 'Dummies' brand, he also helped mastermind the creation of 'B2B marketing for dummies' – a reference guide on how to make the most of marketing for B2B brands.

He demands to be involved in the front-end stages of brand and proposition development to inspire visual and verbal expressions that transcend the usual clichés. With over 12 years in the UK and international creative arena, there are few industries that Reuben hasn't enhanced at a strategic and tactical level: financial services, information technology, engineering, logistics, industry, waste management and forensic science to name but a few.