



## Rita Clifton

### BUSINESS LEADER

High-profile business leader and acclaimed brand and marketing guru. Keynote speaker & chair, best selling author and expert adviser

#### About:

- **Gender:** Female
- **Nationality:** United Kingdom
- **Languages:** English
- **Travels from:** United Kingdom

#### Engagement Types:

- After Dinner Engagement
- Coaching
- Guest Appearance
- Panel Participation
- Speaking

### Biography Highlights

- Rita Clifton CBE has been described by the FT as 'brand guru', as the 'doyenne of branding' by Campaign magazine and as 'the brand leading the brands' by the Daily Telegraph. Combined with her experience of being a CEO, Chair, board director, bestselling author and successful entrepreneur, Rita is able to inspire organisations of all kinds to find new ways to succeed in an uncertain world.

### Biography

#### About Rita Clifton

Whether you want to engage CEOs and boards, boost performance across all employee levels, or help entrepreneurs build lasting value, Rita is the ideal speaker for your event. She speaks with authority on modern business leadership, value creation, corporate and personal branding, and the impact of digital and AI transformation. Passionate about diversity in leadership and sustainability, she delivers honest, thought-provoking, and practical insights that leave audiences with clear opportunities for action and growth.

#### Key points

- "The Doyenne of branding" (Campaign Magazine), "The Queen of

## Topics:

- Brand Strategy
- Business Strategy & Growth
- Change Management
- Customer Experience & Marketing
- Geopolitical Impact
- Innovation & Digital Transformation
- International Trade
- Leadership & Management
- Personal Development
- Sustainability & ESG

branding” (Marketing Week), “Brand Guru” (Financial Times)

- Awarded CBE in the New Year’s Honours list in 2014 for services to creative industries
- Former CEO & Chairman of Interbrand
- Former Vice Chairman & Strategy Director at Saatchi & Saatchi
- Successful Board Chair and non-executive director, business leader and entrepreneur
- Best-selling and award-winning writer
- Long-standing environmental and sustainability champion
- Visiting Fellow at Oxford University (Saïd Business School)

## Biography in More Detail

Rita began her career in advertising and swiftly rose to become Vice Chairman and Strategy Director at Saatchi & Saatchi during its most successful era. She then transitioned into brand strategy, becoming London CEO and later Chairman of the global brand consultancy Interbrand, where she led a highly diverse and talented team. She has advised leading global businesses as well as start-ups and growth-stage companies of every kind. In 2013, she co-founded and chaired BrandCap, a business and brand consultancy with offices in London, New York, and Hong Kong, which she successfully sold to the Populus Group.

A regular commentator across major media platforms including the BBC, Sky, and social channels, Rita is also a columnist for national newspapers and industry publications. She served as a mentor and judge on the CNBC award-winning business series Pop Up Start Up, produced in partnership with Alibaba.

Rita currently serves as Board Chair and Non-Executive Director for several organisations, including the John Lewis Partnership—one of Europe’s largest employee-owned businesses—and the healthcare leader Simplyhealth. Her previous non-executive board roles span companies such as ASOS, Nationwide Building Society, Ascential plc (owner of Cannes Lions, WGSN, and Flywheel), Bupa, Emap plc, and Dixons Retail plc. Her nonprofit work includes serving on the boards of WWF (Worldwide Fund for Nature) and the UK Government’s Sustainable Development Commission. She is Chair of the sustainability non-profit Forum for the Future, a Trustee of Green Alliance, and a Visiting Fellow at the Saïd Business School, University of Oxford, specialising in corporate reputation.

Rita is also the author of several best-selling books, including *The Future of Brands* and two editions of *The Economist’s Brands and Branding*. Her latest title, *Love Your Imposter*, is a refreshingly honest leadership book exploring how to build a personal brand and thrive as a business leader in today’s world. It was recognised as a “Distinguished Favorite” by the Independent Press Awards and shortlisted for the Business Book Awards.

## Speaker Style

Rita is an honest, engaging, and witty speaker who blends her expertise in business and branding with warmth and humour. Her delivery style creates an authentic emotional connection with every audience—whether addressing CEOs and boards of global corporations or entrepreneurs, emerging leaders, and front-line teams. She tailors every keynote to the audience and platform, ensuring fresh content and actionable insights that inspire lasting impact.

## Sector Specialisation:

All sectors and stages of business, from start-ups to global corporations.  
Both B2C and B2B.

## Recent Speaker Creds Include:

- EY High-Performing Women's Network
- Experian Global Conference
- RSM Global Leadership Conference (Toronto)
- Retail Week 'Be Inspired' Conference
- United Way Conference (Florida)
- Brand Boot Camp (Manila)
- Google Agency Conference
- Guardian 'Disrupters' Small Business Network Conference
- EU Brands Conference (Brussels)
- British Brands Group Annual Lecture
- Marketing Society Annual Conference
- Gamechangers Summit (Istanbul)
- Wella Professionals Conference
- UKTI Conferences
- Franchise India Conference (Delhi)
- FUTR DX (global)

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## Videos





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## Rita's Topics

**Building a portfolio career**

**Available:** Virtually

**Business leadership**

**Available:** Virtually

**Sustainability in business**

**Available:** Virtually

**Branding for SMEs and entrepreneurs**

**Available:** Virtually

**Branding in the digital age**

**Available:** Virtually

**Testimonials**

“

Rita is one of the most brilliant speakers with whom we had the pleasure to cooperate during our 20 years of practice in the conference business. Her contribution...provided inspiration and practical guides.... passionate and witty. And on top of all that she is a great person in human sense.

**Barbora Krasna**

Partner  
*Blue Events, Prague*

“

...a fantastic speaker and I know that all the attendees really enjoyed and were fascinated by the insight she shared. It was the perfect way to end our event and it left everyone feeling really motivated and energised.

Global Brand Manager  
*Experian Global Conference*

“

You went down a storm with the crowd. They loved it...so insightful and fresh.

**Jill Watchorn**

Industry Manager  
*Google Agency conference*

“

Rita was fantastic. It was very well-received by everyone.

*Brand Boot Camp, Manila*

“

..the star of the show for everyone

MD, Marketing  
*Personal and Corporate Banking, Barclays*

“

Rita did an absolutely stellar job of chairing our 'Disruptors event' She was even better than we could have hoped, I am so impressed by the amount of research she did on speakers prior to the event as well.

**Sonia Hickey**

Head of Commercial Programming-Guardian Live  
*Guardian News & Media*

“

I LOVED your talk...definitely the highlight for me. Not just of this conference but from many of the keynote speakers I have ever seen. You were honest, funny and your message...is something I...wish I saw more of in the World.

**Sarah Thomas**

Double Olympian

“

Your presentation yesterday was brilliant...Funny, clever, stimulating.

CEO  
*Barclays Corporate Banking*

“

...funny, insightful, practical and inspiring

**Nicola Mendelsohn**

VP of EMEA

Facebook

“

Rita is one of the most brilliant speakers with whom we had the pleasure to co-operate during our 20 years of practice in the conference business

**Barbora Krasna**

Partner

Blue Events

## Speaker Bureaus And Talent Agencies

Rita Clifton is available to book via these agencies

✓ **Recommended**



Speaking Agency