



Mark Ritson

FUTURIST

Most CMOs cannot trace marketing spend to commercial outcomes. Budgets flow toward activity – content, channels, campaigns – without a strategy that connects them to growth. Marketing’s credibility problem in the boardroom is largely a competence problem in the marketing department.

The gap between marketing spend and commercial results is what Mark Ritson – a former professor at London Business School and 13-year in-house brand consultant for LVMH – has spent his career closing through evidence-based frameworks now used by more than 20,000 practitioners.

Mark Ritson's 2026 Biography

Why organisations work with Mark Ritson

- His “diagnosis, strategy, tactics” framework gives marketing functions a structure for connecting brand spend to commercial outcomes – a discipline most organisations have never been taught and cannot easily develop internally.
- He spent 13 years as in-house brand consultant for LVMH, working with Louis Vuitton, Dom Perignon, and Hennessy. His commercial credibility comes from inside the world’s most valuable luxury portfolio, not from agency pitches or conference circuit opinion.
- His doctoral thesis on the social uses of advertising won the 2000 Ferber Award – the first non-US researcher to receive it – and his co-authored pricing research was cited by George Akerlof in his Nobel Prize acceptance speech. No other marketing speaker working today holds that combination of peer-reviewed standing and practitioner track record.
- The MiniMBA, which he founded and teaches personally, has graduated more than 20,000 practitioners globally. That scale gives him a precise, evidence-based view of where marketing competence breaks down in real organisations – and what it costs them commercially.
- Nearly 20 years of weekly column-writing in Marketing Week – and multiple PPA Business Columnist of the Year awards – have made him the most credible dissenting voice against marketing faddism. Organisations bring him in when they need someone to challenge internal orthodoxies with evidence rather than instinct.

Biography highlights

- PhD in Marketing, Lancaster University; doctoral thesis won the 2000 Ferber Award as the best dissertation published in the Journal of Consumer Research – the first non-US recipient in the award’s history

AVAILABLE FOR

- Coaching
- Executive Training
- Masterclass
- Organisational Development Programme
- Speaking

MARK'S SPEAKING THEMES

- Behavioural Economics
- Business Strategy & Growth
- Customer Experience & Marketing
- Executive Development
- Marketing & Branding
- Sales & Customer Acquisition

LANGUAGES: English

- Faculty positions at London Business School, the University of Minnesota, Melbourne Business School, MIT Sloan (visiting), and Singapore Management University (visiting); MBA Best Teacher prizes at all four institutions
- In-house brand consultant for LVMH from 2002 to 2015, working directly with senior executives at Louis Vuitton, Dom Perignon, and Hennessy
- Marketing Week columnist for approximately 20 years; multiple PPA Business Columnist of the Year awards, the highest award for magazine journalism in the UK; British Society of Magazine Editors Business Columnist of the Year in 2018 and 2022
- Founder and lead instructor of the MiniMBA in Marketing and MiniMBA in Brand Management; more than 20,000 graduates globally
- AMI Sir Charles McGrath Award (the highest marketing honour in Australia); IPA Honorary Fellow (2024); co-authored pricing research cited by Nobel Laureate George Akerlof in his 2001 acceptance speech
- Published in Harvard Business Review, MIT Sloan Management Review, Journal of Consumer Research, and Journal of Advertising

Biography

Marketing departments spend. The harder question – what that spending actually produces commercially – is the one most organisations cannot answer. Mark Ritson has spent over two decades building the frameworks that make that answer possible, working from inside business schools, luxury brand headquarters, and the pages of Marketing Week simultaneously.

His academic foundation is unusually strong. His PhD thesis, “The Social Uses of Advertising,” won the 2000 Ferber Award as the best doctoral dissertation in the Journal of Consumer Research – the first time a researcher outside the United States had received the honour. A Thouron Scholar at Wharton in 1995, he went on to hold faculty positions at London Business School, the University of Minnesota, Melbourne Business School, and MIT Sloan, winning the best teacher prize at each institution. His co-authored pricing research was cited by George Akerlof during his 2001 Nobel Prize acceptance speech.

What separates Ritson from other marketing academics is sustained proximity to practice. From 2002 to 2015, he served as in-house brand consultant for LVMH, working with senior executives across Louis Vuitton, Dom Perignon, and Hennessy. That access – combined with nearly two decades writing a weekly column for Marketing Week – gave him a vantage point that bridges research, boardroom, and brand operations in a way few practitioners have held at the same time.

In 2019, he left academia to focus on the MiniMBA, an online platform he founded to make evidence-based marketing education available at scale. More than 20,000 practitioners have now completed the programme, built around his “diagnosis, strategy, tactics” framework. The AMI gave him the Sir Charles McGrath Award – the highest honour for marketing in Australia – and the IPA made him an Honorary Fellow in 2024. His consistent argument is that marketing’s commercial standing in the boardroom depends not on new technology or new trends, but on practitioner competence.

Key speaking topics

- Marketing strategy and brand management
- Pricing strategy and commercial decision-making

- Marketing effectiveness and measurement
- Brand building versus performance marketing
- Marketing capability and practitioner competence
- Evidence-based marketing frameworks

Ideal for

- CMOs and senior marketing leaders facing board-level scrutiny of marketing budgets and accountability
- Executive leadership teams seeking a commercial framework for evaluating marketing investment
- Organisations investing in marketing capability development at scale
- Strategy, brand, and commercial functions in consumer-facing businesses where the link between brand and revenue is contested

Audience outcomes

- A working framework for connecting marketing strategy to commercial outcomes, grounded in the “diagnosis, strategy, tactics” model
- Clarity on the evidence base for brand building versus short-term performance marketing, and practical guidance on how to argue for the right balance internally
- Sharpened understanding of pricing as a strategic rather than a tactical discipline
- Practical tools for improving the quality of marketing decisions: briefing standards, brand positioning, and market orientation
- The language and evidence to challenge marketing orthodoxies and fads in their own organisations

Mark Ritson's 2026 talks & topics

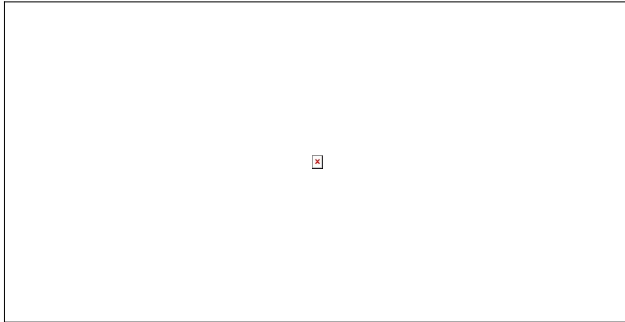
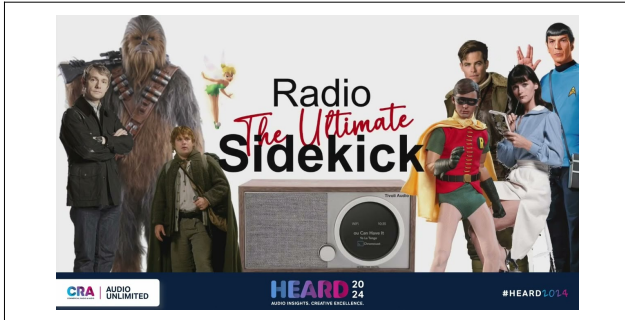
Briefing is the Lynchpin of Marketing - That is Why it Must Improve

This talk examines why the quality of the brief – not the channel, the creative, or the budget – is the single variable that most determines whether marketing spend translates into commercial impact, and what organisations can do to improve it.

Key takeaways:

- Why briefing sits at the centre of marketing effectiveness and why most organisations chronically underinvest in it
- The structural and cultural reasons most marketing briefs fail to deliver clarity or accountability
- Practical steps a marketing function can take immediately to raise briefing standards and improve commercial outcomes

Mark Ritson's Videos



What Mark Ritson's clients say

It was an absolute delight to meet you and to have the privilege to help host you “virtually” at Vertex today. It was such a fun and engaging session. You gave us some really great things to think about and apply in our work. We are very thankful you did this very late into your day and stayed with us well past midnight.

Yves Zinggeler

Vice-President, Disease Area Executive Cystic Fibrosis, Vertex Pharmaceuticals

On behalf of Vertex Pharmaceuticals, we want to thank you for an outstanding event! Your presentation provided us with a wealth of wisdom and offered invaluable perspectives. We especially appreciated your approach on creating meaningful and effective marketing strategies, by sifting through data and trends and focusing on the details that matter most.

Coleen Milley

Senior Specialist, Marketing & Innovation Excellence, Vertex Pharmaceuticals

Ritson is a world class speaker. Among the best I've seen. And I've organised, and attended, a LOT of good conferences around the world. Outspoken, but with an authoritative, and authentic point of view, Mark completely holds and entertains the audience. Every time he's spoken at our events, he's delivered some of our highest post-event feedback scores of all time. As a speaker, he is a huge drawcard for those interested in the world of marketing. For me as an event organiser, there's no better feeling than watching venue staff frantically putting out extra chairs because the crowd is streaming in to see Mark speak.

Tim Burrowes

Founder & Content Director, Mumbrella

Thank you, Mark, for sprinkling your talk with nuggets of wisdom that have set our minds abuzz with fresh questions and ideas. Your dynamic speaking was like a gust of fresh air, and we can't wait for the encore in person someday.

Jane Knop

Director, Marketing & Innovation Excellence, Vertex Pharmaceuticals

Mark is an outstanding communicator with deep knowledge and experience in marketing and branding. A pleasure to be in his audience.

Howard Siow

Founding Principal and CEO, Taaffeite Capital Management LLC (TCM)

Mark is an excellent practitioner of branding and one of the most talented experts I have met in communicating his thoughts. He has very insightful and original ideas and keeps his audience engaged at all times. His knowledge of branding and marketing overall is a valuable asset for clients and peers alike.

Tolga C.

Senior Manager, Strategy Business Development, Partnership, MBA

Mark was sensational... from minute one was full of energy, knowledge, provocation and counsel. He was the highest rated speaker in our post conference survey. Our team genuinely loved him and were made better for everything he shared.

Wendy Clark

CEO, DDB

Mark is truly one of the strongest brand strategists that I've had the pleasure to work with and learn from. Phenomenal speaker/presenter and more importantly a true leader . . . someone who can manage and direct a highly complex initiative among a diverse group of individuals with varying objectives and still reach a positive, common goal.

Jade Cusick

Chief Client Officer, Worldwide Kantar Health

We requested Mark speak to senior HR Directors of leading Australian brands on the topic of Employer Branding at our Talent Conference. Mark did a terrific job and was highly entertaining and informative. A great teacher of Consumer and Employer Branding.

Mark Condon, MBA

Leading Digital Transformation in the World of Talent

Mark is quite simply the best conference speaker/business school lecturer on marketing I have ever heard (and I have heard a great many). He is provocative, challenging, practical, down to earth, funny, sharp, and full of one-liner insights which stick in the mind a long time. His illustrations of the good, mediocre, bad and terrible in marketing are vital for every marketing executive to learn from. I had the privilege to work with him on several programmes at London Business School.

Patrick Dixon

Chairman Global Change, Founder - Global Innovators

I don't often rave about fellow speakers. But Mark Ritson is a fabulous professor and speaker, quickly capturing the imagination and yet conveying practical, tangible strategies and tactics with humour and immense insight. I've never seen anyone capture the strategic elements of brand and branding with a strong call for personal accountability in the same way that Mark does. How do I know this? Well, I worked with Mark on executive education programmes at London Business School, where we worked with demanding managers from dozens of global corporations. Almost every single person we worked with rated Mark the best of the best. If you want to educate, inform and even inspire your audience - at whatever level, in whatever profession, in any country - call Mark Ritson. Whether you're looking for a week-long executive education programme or a 1-hour keynote speech, I'm sure Mark will help you the same way he helped me. But don't wait too long. I know he gets booked up ages in advance. If you want to ensure your next event is a huge success call him now.

Steven Sonsino

Leadership Professor, Speaker & Author CEO, Authors Channel

Thought-provoking, colourful and rigorous in his analysis, Mark is everything you need from a conference speaker. His consensus-busting keynotes at Marketing Week Live have always been brilliantly received and very popular.

Russell Parsons
Editor, Marketing Week

Mark Ritson's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Asia Pacific	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Europe	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Middle East & Africa	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
South America	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
United Kingdom	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
US East Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
US West Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Virtual	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000