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# DAVID MAGLIANO

LONDON  
SPEAKER  
BUREAU

- Former Marketing Director of the London 2012 Olympic bid team



David Magliano is Managing Director of Membership for the Guardian, responsible for the newly launched Guardian Live event programme, and a dedicated members building opening in 2016.

David previously played a lead role in two high-profile campaigns: as Marketing Director of London's Olympic bid, and England's World Cup bid.

His experience includes Brand Director of the Co-operative Group, Sales and Marketing Director of easyJet and Go (of which he was a cofounder) and a decade in the advertising industry.

David is a non-executive director of Glasses Direct, and a former non-executive director of Dyson. He is a Fellow of the Chartered Institute of Marketing.

David was UK Marketer of the Year in 1999 and 2005, and Global Chief Marketing Officer of the Year in 2006. He was awarded an MBE in 2006.

## Topics

- Branding
- Innovation
- Marketing

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