
PHILIP KOTLER

**LONDON
SPEAKER
BUREAU**

- **Award-winning Educator and Advisor in the Principles of Marketing**
 - **International Marketing Professor, Kellogg School of Management**
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Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University in Illinois. Kellogg was voted the “Best Business School” for six years in Business Week’s survey of U.S. business schools. It is also rated as the “Best Business School for the Teaching of Marketing”. Professor Kotler has significantly contributed to Kellogg’s success through his many years of research and teaching there. He received his Master’s Degree at the University of Chicago and his PhD Degree at MIT, both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago.

Topics

- Branding
- Innovation
- Innovators
- Marketing

He has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC Group, a former member of the Yankelovich Advisory Board, and a member of the Copernicus Advisory Board. He is a Member of the Board of Governors of the School of the Art Institute of Chicago and a Member of the Advisory Board of the Drucker Foundation. He has also advised governments on how to develop and position the skill sets and resources of their companies for global competition.

Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organisation and international marketing.

He has travelled extensively throughout Europe, Asia and South America, advising and lecturing to many companies about how to apply sound marketing science principles to increase their competitiveness.