

SEP
09

Virtual roundtable: insights into the US market

by Creative Culture

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Date And Time

Wed, 9 September 2020

15:00 - 16:30 BST

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Location

Online Event



Virtual roundtable

About this Event

We host quarterly roundtable discussions, gathering a group of local experts in trade, media, and cultural matters to provide in-depth insights to attendees.

Following on from the very successful nine prior roundtables on Brazil, Russia, South Korea, Saudi Arabia, Mexico, Nigeria, Turkey, India and Poland, we will be focusing on the opportunities and challenges faced in marketing and comms when doing business in the American market. Our group of local experts in trade, media, and cultural matters will be sharing their in-depth insights with you!

We are delighted to have Allyson Stewart-Allen joining us as Chief Executive at International Marketing Partners and Non Executive Director at the Chartered Institute of Marketing. She is the author of the bestseller "Working with Americans", and will share an overview of the current political, economic and social landscape in the US.

As Senior Customer Insights Manager at Amazon, Bill Trovinger will share his research and expertise on the American consumer. He has extensive experience in Market Research and Consumer Insights, having worked in this department for a range of global brands over the past 10 years, including Microsoft, General Mills and P&G.

We will also be joined by Jamie Gordon, a sociologist and anthropologist whose 20 year career has been spent making connections between the Macroforces shaping our world and their impact on society and consumer culture, with a focus on the US. Her work has helped a global roster of brands apply that understanding to brand development, marketing communications and innovation strategy, including Coca-Cola, Unilever, Toyota and Google.

Ana-Gonzalez Barrera is a senior researcher at Pew Research Center and an expert on Hispanic and immigrant populations in the US, with a focus on Mexican migration. Her previous experience includes serving as director of population distribution at the Mexican Population Council (CONAPO) and coordinating two rounds of the Mexico and the Americas public opinion survey at Mexico's Center for Research and Teaching in Economics (CIDE).

Originally from the UK, Simon Bradley is an experienced marketer, having moved to the US over 10 years ago. He spent several years at Virgin Atlantic Airways as Vice President Marketing North America and subsequently Senior Vice-President of Marketing Strategy and Consumer Engagement at The Madison Square Garden Company. He now runs his own marketing consultancy and will share his expertise on how to communicate in the US as a foreigner.

An award-winning editor and reporter, Scott Thurm is Business Editor at WIRED, where he oversees coverage of technology companies and their impact on society. Prior to joining WIRED, he was a reporter and editor for The Wall Street Journal and the San Jose Mercury News.



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