



CIM

The Chartered  
Institute of Marketing

## **James Withey**

James Withey joined Brash Brands in June 2014 as group head. He is responsible for leading and driving the growth of their London office, and is chief strategist for London.

James has worked in brand consultancy for most of his 16 year career, including stints at Interbrand, The Futures Company and almost a decade at Landor, where he was head of strategy. James also set up a social media consultancy business for media analysis company Precise, prior to its acquisition by WPP.

James sees a great opportunity for Brash Brands to shape the next evolution of thought about brands. In this next phase of evolution, James believes brands must engage deeper than before, with their right to exist governed solely by the strength of the idea that underpins them.

## **Marina Lumley**

Marina has 19 years agency and client marketing experience. In her current role her objective advisor as client services director of Aprais UK - the leading global specialist in relationship management.

Her sole objective is to strengthen the working partnership of client and agency teams by improving their shared understanding, efficiency and effectiveness'. In her most recent past she provided communication consultancy services and marketing training to clients working with Oxford Strategic Marketing, the CIM and the IDM (5 years). Prior to that Maria was head of client service and on the board of leading integrated agency Meteorite. She spent 14 years working with brands such as British Airways, Marriott Hotels, Whitbread, BT, Starbucks and The Royal Mail to name but a few, developing engaging integrated communication programmes for customers.