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Marketing and leadership

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Anouschka Elliott



Anouschka Elliott is Managing Director, Global Head of Marketing and Brand for RBC Investor & Treasury Services (RBC I&TS), a member of the RBC I&TS Global Client Coverage Operating Committee and the RBC Brand Council. Anouschka is responsible for RBC I&TS' front-end client experience from initial brand impact and perception through to proposal development and delivery. Prior to assuming this role in July 2013, Anouschka led marketing globally for RBC Capital Markets' Fixed Income and Currencies division while simultaneously heading RBC Capital Markets' brand activities in Europe, Asia and Australia.

Anouschka joined Royal Bank of Canada (RBC) in May 2010 having been Marketing Director at Ingenious Media, the UK's largest media investment adviser. Anouschka previously spent 12 years at Citi, latterly as Director, Client Strategy & Management for Citi's Corporate and Investment Bank with global responsibility for client insights, senior engagement and event strategy. She moved into marketing and communications in 2003 as Director of Community Affairs for Europe, Middle East and Africa following over seven years in Citi's Global Relationship Bank, based in London and New York, firstly as a credit analyst and then as a relationship manager for institutional clients.

Anouschka is a Chartered Financial Analyst (CFA), a Chartered Marketer, Fellow of the Chartered Institute of Marketing (FCIM), Liveryman of the Worshipful Company of Marketors, holds a Postgraduate Diploma in Marketing (DipM) and a BSc (Hons) in Economics and Management from the University of London. She is also Vice Chairman of the Greater London Board for the Chartered Institute of Marketing.

Ruth Saunders



Ruth Saunders uses her 30 plus years of experience as a Strategy Consultant at McKinsey & Co, Marketer at P&G, Advertising Planner at Saatchi & Saatchi and Market Researcher at Mars Inc to help clients develop, get Boards to buy-in, and implement innovative marketing strategies that deliver tangible business growth.

She works across a range of B2C and B2B industries – and her work includes developing commercially actionable customer segmentations, streamlining brand portfolios and architectures, creating innovative brands and new brand positionings for growth, conducting brand migrations, optimising the customer and brand experience and increasing marketing spend effectiveness.

She is also a trainer, speaker and coach, as well as author of “Marketing in the Boardroom – Winning the Hearts and Mind of the Board”.