

Sir Rodney Fitch

Authority on Global Retail Design



Rodney Fitch founded his design consultancy, Fitch, now owned by WPP, in 1972. He exited the consultancy at the end of 2009 and now is a Professor at Retail Design at TU Delft University and works in higher education and as an independent advisor, consultant and non-executive to a broad portfolio of clients. He has a growing presence in the emerging BRIC markets, particularly in India where he is helping to develop the organised retail sector in India for both global and national brands.

“He is best known as the guru of visual merchandising”

In detail

Rodney's firm has led the global design industry for nearly four decades with clients and projects in Europe, the USA, Latin America, China and Asia ranging from architecture and interiors, live events, exhibitions, brand identity, industrial design and in particular retail design. Rodney is an active member of the global design community featuring in many juries, committees and conferences. He has been a trustee of the Victoria & Albert Museum and is now Chairman of V&A Enterprises. He was awarded a CBE in 1990 for his influence on the British design industry.

What he offers you

Rodney Fitch's work delivering 'consumer experience' in the retail environment is acknowledged the world over. Projects range across all the retail sectors; from food and fashion, to phones and financial services; from the planning of shopping malls to merchandising, from duty free to luxury.

How he presents

With a captivating style, humour and wisdom, Rodney's keynote lectures are powerful and effective.

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us. See below for details.

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Topics

Bold Thinking
Creativity and Innovation
Global Retail Design

Publications

1990
Fitch on Retail Design