

Chris Moss



Founder of the Orange Brand, Creator of Virgin Atlantic's 'Magic Moments' and Former 118 118 Chief Executive

Chris Moss is a Business innovator and Intrapreneur. A highly experienced board level brand and marketing leader he has already created 3 multi-billion dollar brands with a track record of delivering award winning launch campaigns, broadscale business transformation and sustained bottom line growth through product, service and communications innovation. He is knowledgeable across the technology, telecommunications, travel and finance sectors with a particular interest in emerging service markets.

Intrapreneur: "A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk-taking and innovation"

American Heritage Dictionary

In detail

During his 8 years as Marketing director of Virgin Atlantic, Chris took the company from a single aircraft to loved international brand - and created Premium Economy, seat-back TV and on-board ice creams along the way. Chris is the founder of the Orange brand and directed what is considered to be one of the most successful business launches in the last 20 years. Chris also led the brand switch from 'On Digital' to 'ITV Digital', oversaw the brand merger of Lloyds Bank and TSB and as CEO of 118 118 delivered a masterclass in how to move from market entrant to market leader.

What he offers you

Chris has a wealth of experience as an intrapreneur, working within organisations to turn ideas into profit through assertive risk-taking and innovation. A brand imagineer, Chris Moss inspires audiences to 'see things differently' through entertaining anecdotes and invaluable advice. His reputation as a brand innovator and business maverick makes him a perfect speaker at prestigious events worldwide.

How he presents

A passionate and innovative speaker, Chris is a highly sought-after individual with a strong desire to show people how to "Make it impact!"

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.



Topics

Intrapreneurship

Global Brand Building and Development

Technology Evangelist

Transformative Launch and Growth Strategies

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