

Jay Milliken

Partner at Prophet

London, , GB

Expert on global brand and marketing topics

Biography

Jay is a Partner in Prophet's London office. Jay has assisted many global companies with the development and execution of customer-driven growth strategies with specific emphasis on leveraging customer relationships, strategic brand assets, and a deep understanding of customer behaviour. Some of his recent Prophet clients include Cisco, Monsanto, Samsung, Cargill, and Walmart. Jay has specialised in developing new content related to the firm's marketing practice, with a special emphasis on the firm's brand valuation IP. He also contributed to the development of two recent Prophet authored books: The Marketing Accountability Imperative and The Shift. Prior to joining Prophet, Jay was a Principal in the Retail & Consumer Group with Mercer Management Consulting and a Manager of Retail Strategy at Sears, Roebuck. Jay also is a frequent speaker on brand and customer strategy related topics with groups like the American Marketing Association, Association of National Advertisers, UC Berkeley's Haas School of Business, and Copenhagen Business School. Jay received a Bachelor of Commerce from Queen's University at Kingston, and an M.B.A. from the Eller School at the University of Arizona.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Advertising/Marketing

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