

# Shaun Whatling

**CEO at Redmandarin**

London, London, GB

Shaun is an intelligent, stimulating, and frequently challenging speaker on the subject of how businesses engage with customers.'

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## Biography

Shaun's approach to the organisation-consumer relationship draws on: seven years' experience, as the Marketing Director of a small NGO, which doubled trading turnover and membership and secured a £1m investment from Sega in an early example of educational sponsorship; one year as Head of UK Comms at The Body Shop Int'l, watching Anita wrestling with the agony of 'operationalising' the business; a further seven years co-founding and building what became the world's largest action sports agency - helping brands navigate the often turbulent sub-cultures of snowboarding and surfing; and latterly as CEO of Redmandarin, advising major corporations on the real world relationships generated by sponsorship; and three years as a student of psychotherapy, with its rich understanding of applied relationships

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## Availability

Keynote, Moderator, Panelist, Host/MC, Author Appearance, Corporate Training

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## Industry Expertise

Philanthropy, Management Consulting, Advertising/Marketing

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## Areas of Expertise

Sponsorship, Social Marketing, Olympics, Platform Marketing

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## Sample Talks

### **Olympic partnership strategies and their challenges**

The result of 30 interviews with Olympic brands and client experience with six Olympic sponsors, this presentation analyses the principles for success underlying the Olympic winners, and the most common causes of failure.

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## Event Appearances

### **Title**

Future Sponsorship

**Title**  
AQR

**Title**  
Marketing Week

**Title**  
Sportcal 20YS

**Title**  
CIM Marketing and the 2012 Games

**Title**  
Nordic Sponsor Summit

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## **Education**

**St Edmund Hall, Oxon**  
MA Modern Languages (French and German)

**University of Oxford**  
BA Modern Languages

**City Lit**  
Practitioner Diploma Thai massage

**Metanoia Institute**  
MSc in Gestalt Psychotherapy Gestalt Psychotherapy

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