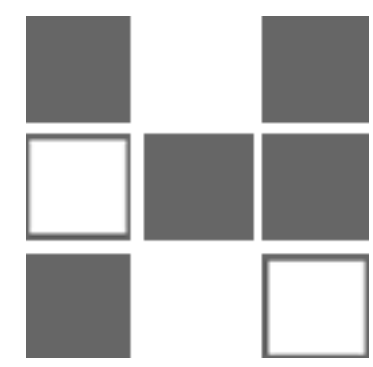


Kevin Harrington



Kevin Harrington is Chief Marketing Officer for The Panoply, a group of technology businesses that listed on the London Stock Exchange in December 2018.

Immediately prior to this Kevin was CCO for Tungten Network, a listed fintech company based in London, and before that Chairman of a group of digital companies in the north west.

Outside of business, Kevin’s interests include the international public speaking club Toastmasters. He was president of a President’s Distinguished Club for two years.



Kevin’s career spans consumer electronics, publishing, TV, media, payments and music.

Director with Sodexo, Global Marketing Director with BBC Worldwide and a variety of senior roles with Sony have provided Kevin an enormous amount of valuable business experience in the UK and internationally.

Kevin is a frequent speaker at events. These include regular slots at the University of Reading, Thames Valley University, industry events and Arts Council funded initiatives. His presentations focus on the marketing of brands, consumer businesses and communications.

He is quoted to say, “Marketing is a complicated and expensive way of selling things.” This all makes sense in context where he challenges woolly, vague and vain marketers.

Big brands

Here are some of the major businesses, organisations and brands that Kevin has worked with:

Argos **BBC** **Boots** **British Airways** **BT**, **Comet** **Co-operative** **David Attenborough** **Delia** **Discman** **DSGi** **Duravit** **EastEnders** **Harrods** **Hitachi** **HMV** **House of Fraser** **MOD** **Noddy** **Old Grey Whistle Test** **Only Fools & Horses** **Question of Sport** **Sodexo** **Sony** **Sony Centres** **Teletubbies** **Tesco** **Top Of The Pops** **Tweenies** **UKBA** **University of Reading** **Virgin** **Vivaboxes** **Walking With Dinosaurs** **Walkman** **Wallace and Gromit** **Waterstones** **WHSmith** **Woolworths**

Harrington by numbers

- £85m of camcorders sold in a year.
- £1m worth of BA tickets bought for one of the largest UK Fly Free promotions.
- 1m Walkman sold in a year.
- 30 years plus of marketing and sales experience.
- 11 years with Sony.
- 9% of the UK Arena market with Tweenies Live!
- 7 years in the payments industry.
- 5 years with BBC Worldwide.

Functions managed

Brand, business development, business intelligence, communications, consumer marketing, corporate marketing, events, finance, internet, live entertainment, marketing, marketing services, press, PR, promotions, product, research, sales, strategy, trade marketing, training.

Odd accolades & facts

- 2001 Promoter of the Year and Hot Ticket of the Year.
- Marketing Society ‘New Product of the Year’ award for Teletubbies.
- Honorary life member of the Institute of Videography.
- Co-founder of the Reading Fringe Festival.
- Independent Audio Dealer of the Year, 1985.
- 30th great-grandson of William the Conqueror - well, it’s odd and a fact.

CONTACT

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