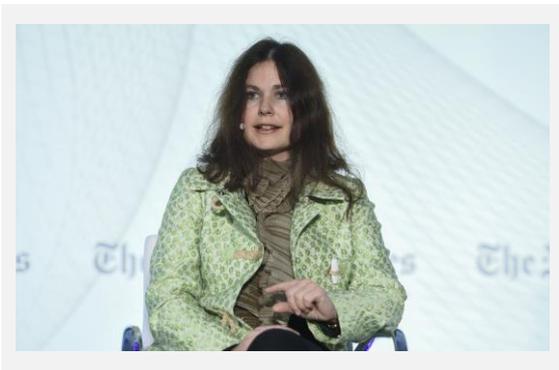




# The Future of Brands

## From the inside-out



**Rebecca Robins**  
Global Director

Rebecca Robins is Global Director for Interbrand, based in London. She heads up the Global Luxury Practice, global business intelligence and runs the Interbrand Academy. Having worked in New York and across Europe, she has extensive experience in branding, with a diverse range of clients across a number of industries.

A keen writer, Rebecca has written for *The Guardian*, *Harper's Bazaar*, *La Tribune* and writes the LuxuryWatch blog. Her commentary and debate on brands features in *The Business of Fashion*, *The Economist*, *The FT*, *The Huffington Post*, *Il Sole 24 Ore*, *Luxury Society*, *Monocle*, *The New York Times*, *The Times*, *The Telegraph*, *WWD*, *Wired* and *WOB*. Rebecca is a regular conference speaker, guest lecturer, member of awards juries and was named in the global Luxury Women to Watch. She is a Companion of the Chartered Management Institute and serves on a number of Omnicom committees and is a Trustee of the EY Foundation. Rebecca's research interests are in the relationship between brands and culture, and she is co-author of the book ***Meta-luxury: Brands and the Culture of Excellence***. She is particularly passionate about how a culture of excellence applies to learning and development, through the Interbrand Academy.

A graduate of Cambridge University, with a First Class degree in French and German and an M Phil in European Literature, Rebecca also speaks Spanish and Italian and loves art and music. Musings on things that matter via Twitter @robins\_rebecca