



The Future of Marketing and Sales Practices Conference 2018



Dr David Walker
Founder & CEO Happen Group

One of Happen's Founders and Group CEO, David is a seasoned innovator with over \$1bn of product launches behind him. He has worked on a vast array of challenges from start-ups to global brands and helped the leadership teams of some of the world's most admired organisations to achieve innovation success.

He was previously Managing Director of Synectics' European and International business and before that led the Research and Strategic Planning team at Coca-Cola NWED. His passion is insight-led innovation and transforming innovation success rates by making success a proven and replicable process. He is a first-class honours graduate and has a PhD in Consumer Behaviour from Cranfield School of Management.

When he's not at work you might find him training an Airedale, Skiing, Cooking or camped in the woods in a vintage Airstream.

Alongside co-founding Happen, Winkle and StarMaker (Happen's Digital Analytics Solution) he has recently worked on projects for Arla Foods, Bloomberg, CornerStone, Dexion Capital, GSK, Ministry of Sound, Reckitt Benckiser & TD Bank.