

KEYNOTE SPEAKER



<http://drjonwilson.com/>

<https://uk.linkedin.com/in/drjonwilson>

Professor of Brand Strategy & Culture, Jonathan Wilson, has spent over 20 years in industry and academia, specialising in the ABCDs of Business and Culture: Advertising, Branding, Communications, and Digital.

He started his career in 1998, spending seven years working in media owner and client-side advertising management roles in London – ranging from sales, sponsorship, planning and buying to events and PR. In 2005 he moved into marketing consultancy, professional training and academia – holding roles as a Lecturer, Senior Lecturer, Programme Director, Associate Professor, Associate Dean of Postgraduate Programmes, and finally Full-Professor.

Professor Wilson has published over 200 pieces of work and spoken at over 100 conferences across the globe. He has a BSc Chemistry degree from the Faculty of Life Sciences, MBA in Business from the Faculty of Art and Design, PhD in Branding from the Faculty of Business, and a DLitt in Halal from the Faculty of Humanities. Having graduated from 4 different faculties, Professor Wilson aims to champion the Art of Science and the science of Art.

His work and opinions have received media coverage from Harvard Business Review, BBC, Forbes, Huffington Post, Thomson Reuters, The Economist, The Guardian, The Times, ITV, Sky News, RT, TRT World, KBS TV, The Drum, Nikkei Asian Review, and Astro Awani. November 2018 saw the release of his book, Halal Branding, reviewed in Forbes.

Professor Wilson has worked internationally with a range of government, corporate, and university clients on projects in the following sectors: Halal, travel, tourism, education,

technology, future trends, media, food, fashion, cosmetics, pharmaceuticals, finance, professional services, music, sports, identity, ethnicity, religion, Gen-Y, Gen-Z, and popular culture.

Since 2011, Professor Wilson has served as Editor-in-Chief of Emerald Publishing Group's Journal of Islamic Marketing, alongside additional guest editorships and reviewer positions for several academic journals and grant proposals. Also, he has been appointed internationally as an examiner for doctorates, professorial promotions, and degree programmes and a judging panel member for industry awards.

Professor Wilson has been featured in LinkedIn's annual Top Voices awards list for four consecutive years - also appearing in LinkedIn's advertising campaigns and instructional videos.