

# Marc de Swaan Arons

Email: [marc@deswaanarons.com](mailto:marc@deswaanarons.com)

Marc de Swaan Arons is a global marketing thought leader, consultant, author, teacher and public speaker. With over 30 years of global marketing experience, he currently serves as the global CMO for global marketing consultancy Kantar Vermeer. He is also responsible for the development of Kantar's most senior consultant training program as well as WPP's global CMO thought leadership program; The Initiative for Real Growth (IRG). Marc is a proud husband and father, has lived in New York for 22 years, and sits on the boards of three not-for-profit organizations that all focus on supporting youth in need.

## Objective

To join a leading academic institution part-time as an Executive in Residence or Teaching Partner

## Career Summary

- Advisor to global CMOs at PepsiCo, Colgate, Unilever, HP, Verizon, Molson Coors, and McDonalds
- Founder of global marketing consultancy EffectiveBrands in 2001. Joined WPP network in 2014
- 14 years as global brand marketer at Unilever.
- Founder of Unilever's first global internet innovation center in 1997
- Founder of Unilever's first home shopping company in 1995.
- Launched ABN Bank's first global credit card as graduate student intern in 1989
  
- Interviewed and published frequently, keynote speaker at global client and industry conferences
- Leader of Marketing2020, Agency2020 Insights2020 industry-wide thought leadership initiatives
- Author of THE GLOBAL BRAND CEO (2010) and Harvard Business Review cover article (2014)
- Passion for collaborating, teaching and interacting with MBA and Executive learning students
- Guest lecturer at UCLA, Columbia, UoT (Austin), NYU, (Shanghai and NY) Wharton, Erasmus
  
- Global Citizen, American and Netherlands nationalities. Educated in UK and Netherlands.

## Core areas of passion and expertise

- What it takes to win in Global Marketing
- Building effective Global Brands
- Building the Ultimate Marketing Machine (Organization)
- Brand Purpose
- Building an Insights Engine
- Driving Customer Centric Growth

## Education

- 2018 AACSB International Bridge Program, NYU Stern School of Business
- 2018 Higher Education Pedagogy, Bok Center for Teaching and Learning, Harvard University
- 1990 MSc Business Economics, Erasmus University. Major: International Marketing
- 1983 International Baccalaureate, International School of London. Major: Economics

## Full Work Experience

### WPP

2018 - WPP Network Thought Leadership strategy & partnership development  
2016 - CMO Kantar Vermeer  
2014 – 2016 CMO Millward Brown Vermeer

### EffectiveBrands

2000 – 2014 Co-Founder and Executive Chairman global marketing consultancy EffectiveBrands

### Unilever

1998 – 2000 Founder of Unilever’s first Global Interactive Brand Center <sup>1</sup>  
1996 – 1998 Senior Brand Director Lipton Onion Soup and Head of Interactive Unilever NA  
1995 – 1996 Founder and CEO of Unilever’s first Home Shopping Company  
1994 – 1995 Senior Brand Manager Calve Peanut Butter  
1993 – 1994 Brand Manager Yofresh  
1990 – 1993 Assistant, Associate Brand Manager Becel products

### ABN

1989 Launched ABN Bank’s first credit card as graduate intern seconded to marketing

### De Vleeschmeesters

1985 – 1989 Assistant to the Financial Controller and Marketing Assistant

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<sup>1</sup> <https://issuu.com/martijnoostra/docs/adfo9908>

## Publications

- The Global Brand CEO<sup>2</sup>
- Harvard Business Review - The Ultimate Marketing Machine<sup>3</sup>
- The Atlantic - How Brands Were Born: A Brief History of Modern Marketing<sup>4</sup>
- Forbes - Building Marketing Capabilities to Fuel Growth <sup>5</sup>
- Forbes - Organizing for growth in a digital age <sup>6</sup>
- Forbes - Five Key Drivers of Global Marketing Effectiveness<sup>7</sup>
- AdAge - Why global marketing structure must follow strategy<sup>8</sup>
- AdAge - Why global marketing structure must follow strategy<sup>9</sup>
- Kantar - Building an insights engine<sup>10</sup>
- LinkedIn Marketing Articles <sup>11 12 13</sup>

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<sup>2</sup> <https://www.amazon.com/Global-Brand-CEO-Building-Marketing/dp/061538708X>

<sup>3</sup> <https://hbr.org/2014/07/the-ultimate-marketing-machine>

<sup>4</sup> <https://www.theatlantic.com/business/archive/2011/10/how-brands-were-born-a-brief-history-of-modern-marketing/246012/>

<sup>5</sup> <https://www.forbes.com/sites/mdeswaanarons/2015/05/20/building-marketing-capabilities-to-fuel-growth/#752efcf4740f>

<sup>6</sup> <https://www.forbes.com/sites/mdeswaanarons/2015/03/19/organizing-for-growth-in-a-digital-age/#6b774cb4297d>

<sup>7</sup> <https://www.forbes.com/2010/03/17/branding-gillette-glaxosmithkline-cmo-network-marc-de-swaan-arons.html>

<sup>8</sup> <http://adage.com/article/cmo-strategy/global-marketing-structure-follow-strategy/146874/>

<sup>9</sup> <http://adage.com/article/cmo-strategy/global-marketing-structure-follow-strategy/146874/>

<sup>10</sup> : <http://us.kantar.com/business/brands/2016/building-an-insights-engine/>

<sup>11</sup> <https://business.linkedin.com/marketing-solutions/blog/authors/m/marc-de-swaan-arons>

<sup>12</sup> <https://www.linkedin.com/pulse/one-thing-more-important-than-customer-satisfaction-de-swaan-arons/>

<sup>13</sup> <https://www.linkedin.com/pulse/purpose-guide-successful-brands-marc-de-swaan-arons/>

## Press Interviews

- WARC – Global vs Local Marketing<sup>14</sup>
- Deepak Chopra Radio Show – Interview<sup>15 1617</sup>
- Cannes 2013 - Expert Interview<sup>18</sup>
- The Wall Street Journal <sup>19</sup>
- The Financial Times – Leveraging Global Growth<sup>20</sup>
- Personal Life Media – Dishymix <sup>21</sup>
- Adformatie <sup>22 23 24 25 26 27</sup>
- Volkskrant <sup>28</sup>
- NRC Handelsblad <sup>29 30</sup>
- Financieel Dagblad <sup>31 32 33 34 35 36</sup>
- The ANA Magazine <sup>37</sup>

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<sup>14</sup> <https://www.youtube.com/watch?v=ol-4gSfavOQ>

<sup>15</sup> <https://www.youtube.com/watch?v=OAU3zFMnpSY>

<sup>16</sup> <https://www.youtube.com/watch?v=PAx8rrvwrrQ>

<sup>17</sup> <https://www.youtube.com/watch?v=q8geKna2ARA>

<sup>18</sup> <https://www.youtube.com/watch?v=S05oXDHa9UU>

<sup>19</sup> <https://www.wsj.com/articles/SB10001424052702304173704575578073119960604>

<sup>20</sup> <https://www.youtube.com/watch?v=q8geKna2ARA>

<sup>21</sup> <http://podcasts.personallifemedia.com/podcasts/232-dishymix/episodes/140340-marc-de-swaan-arons-global-brand>

<sup>22</sup> <https://www.adformatie.nl/nieuws/millward-brown-koopt-effectivebrands-interview-marc-de-swaan-arons>

<sup>23</sup> <https://www.adformatie.nl/blog/raw-cannes-passie-focus-en-karakter-bepalen-succes>

<sup>24</sup> <https://www.adformatie.nl/nieuws/video-het-grote-marketing-congres-2015-over-de-p-van-purpose>

<sup>25</sup> <https://www.adformatie.nl/blog/boekrecensie-global-brand-ceo-marc-de-swaan-arons-frank-van-den-driest>

<sup>26</sup> <https://www.adformatie.nl/nieuws/global-branding-en-de-universele-waarheid>

<sup>27</sup> <https://www.adformatie.nl/nieuws/drie-top-cmos-over-marketing>

<sup>28</sup> <https://www.volkskrant.nl/archief/unilever-zwemt-zonder-diploma-over-internet~a547345/>

<sup>29</sup> <https://www.nrc.nl/nieuws/2000/08/01/unilever-als-probleemoplosser-7504510-a847286>

<sup>30</sup> <https://www.nrc.nl/nieuws/1998/08/22/reclame-voor-internet-nerds-en-huisvrouwen-7411733-a181619>

<sup>31</sup> <https://fd.nl/frontpage/Print/krant/Pagina/Ondernemen/1023348/pakketbezorger-zaagt-aan-poten-van-supermarkt>

<sup>32</sup> <https://fd.nl/frontpage/Print/krant/Pagina/Ondernemen/1045323/met-kerst-wint-e-commerce-klanten>

<sup>33</sup> [https://fd.nl/frontpage/Print/krant/Pagina/Carri\\_re/915903/globaal-of-toch-liever-lokaal](https://fd.nl/frontpage/Print/krant/Pagina/Carri_re/915903/globaal-of-toch-liever-lokaal)

<sup>34</sup> <https://fd.nl/frontpage/Print/krant/Pagina/Ondernemen/715136/grenzen-vervallen-bij-merkpromotie>

<sup>35</sup> <https://fd.nl/frontpage/Print/krant/Rubriek/Marketing/90191/merk-is-de-groeimotor-voor-internationale-bedrijven>

<sup>36</sup> <https://fd.nl/frontpage/Print/Bijlage/Persoonlijk/893586/the-new-york-standard>

<sup>37</sup> <https://www.ana.net/magazines/show/id/ana-magazine-2013-fall-change-or-die>

## Citations

- The New York Times – GAP Inc. puts ‘GAP’ back in logo<sup>38</sup>
- The New York Times – At Ad Conference – Ron Burgundy and ‘Infobesity’<sup>39</sup>
- Association of National Advertisers<sup>40 41 42 43</sup>
- Adnews<sup>44</sup>
- The AANA<sup>45</sup>
- American Marketing Association<sup>46</sup>
- Marketing Society<sup>47</sup>
- Campaign Brief<sup>48</sup>
- Marketing Science Institute<sup>49</sup>
- Metamorphic PR<sup>50</sup>
- DMN<sup>51</sup>
- NRC Handelsblad
- Volkskrant
- Financieele Dagblad
- Management Team
- Adformatie Tijdschrift

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<sup>38</sup> <https://mediadecoder.blogs.nytimes.com/2010/10/12/gap-inc-puts-gap-back-in-logo/>

<sup>39</sup> <http://www.nytimes.com/2013/10/08/business/at-ad-conference-ron-burgundy-and-infobesity.html>

<sup>40</sup> <http://www.ana.net/content/show/id/24894>

<sup>41</sup> <http://www.ana.net/content/show/id/25944>

<sup>42</sup> <http://www.ana.net/content/show/id/27280>

<sup>43</sup> <https://www.ana.net/ajax/speaker/id/spkr-deswaanarons-m>

<sup>44</sup> <http://www.adnews.com.au/news/marc-de-swaan-arons-to-speak-at-aana-reset>

<sup>45</sup> <http://www.campaignbrief.com/2015/07/the-aana-adds-millward-brown-v.html>

<sup>46</sup> [https://archive.ama.org/archive/ResourceLibrary/MarketingNews/Pages/2011/9-30-11/How\\_I\\_do\\_it.aspx](https://archive.ama.org/archive/ResourceLibrary/MarketingNews/Pages/2011/9-30-11/How_I_do_it.aspx)

<sup>47</sup> <https://www.marketingsociety.com/the-clubroom/global-brand-ceo#CQSJSTbptObPsfX6.97>

<sup>48</sup> <http://www.campaignbrief.com/2015/07/the-aana-adds-millward-brown-v.html>

<sup>49</sup> <http://www.msi.org/conferences/presentations/building-the-insights-engine-findings-from-insights2020/>

<sup>50</sup> <http://www.metamorphicpr.co.uk/tag/marc-de-swaan-arons/>

<sup>51</sup> <http://www.dmnews.com/multichannel-marketing/rethinking-marketings-org-chart-in-an-omnichannel-world/article/418381/>

## Conference Presentations

1. ANA Masters of Marketing 2014, 2015, and 2016<sup>52</sup>
2. European CMO Conference
3. Festival of Media Global
4. Barclays Global Conference <sup>53</sup>
5. Google Think Brand 2014 <sup>54</sup>
6. Campina Annual Conference <sup>55</sup>
7. Made for Digital Marketing Conference <sup>56</sup>
8. Festival of Media Asia Looking Out <sup>57</sup>
9. Financial Times CMO Event <sup>58</sup>
10. DRFI Annual Market Research Conference <sup>59</sup>
11. Turkey Marketing Conference 2012 <sup>60 61</sup>
12. Pharma Conference December 2011 <sup>62</sup>
13. ANA Masters of Marketing 2016 <sup>63</sup>
14. Hershey winning in global marketing <sup>64</sup>
15. ANA Masters of Marketing 2013 <sup>65</sup>
16. LinkedIn Cannes Lions talent <sup>66</sup>
17. Marketing 2020 ANA 2013 <sup>67</sup>
18. Eurobest 2011 <sup>68</sup>
19. Cannes Lions 2012 <sup>69</sup>
20. Cannes Lions 2015 <sup>70</sup>
21. Festival of Media 2012 <sup>71</sup>
22. ARF Rethink <sup>72</sup>

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<sup>52</sup> <http://www.ana.net/content/show/id/anc-oct15-agenda>

<sup>53</sup> <https://www.youtube.com/watch?v=-mKzMJRpb4Y>

<sup>54</sup> <https://www.youtube.com/watch?v=7ukOktwpjg4>

<sup>55</sup> [https://www.youtube.com/watch?v=QDvR5Y\\_XNcU](https://www.youtube.com/watch?v=QDvR5Y_XNcU)

<sup>56</sup> <https://www.youtube.com/watch?v=mBKfylznXM8>

<sup>57</sup> <https://www.youtube.com/watch?v=BDajg6nLkg>

<sup>58</sup> <https://www.youtube.com/watch?v=3SRrLHSOLxI>

<sup>59</sup> <https://www.youtube.com/watch?v=2R5vKY09qDU>

<sup>60</sup> <https://www.youtube.com/watch?v=Rh1zgIEONu0>

<sup>61</sup> <https://www.youtube.com/watch?v=Ypp514qr8ok&list=PLOA-8pSN-BqNcpvkEgd1ule2m3BSKXcal>

<sup>62</sup> <https://www.youtube.com/watch?v=rDdtTIDUzvQ>

<sup>63</sup> <https://www.youtube.com/watch?v=rDdtTIDUzvQ>

<sup>64</sup> <https://www.youtube.com/watch?v=ruf9ZPmoNUk>

<sup>65</sup> <https://www.youtube.com/watch?v=s4dfYtsetWk>

<sup>66</sup> <https://www.youtube.com/watch?v=avM1Tc9wF5o>

<sup>67</sup> <https://www.youtube.com/watch?v=ltOZt83tqEQ>

<sup>68</sup> <https://www.youtube.com/watch?v=x9tk7YVMEQQ>

<sup>69</sup> <https://www.youtube.com/watch?v=FxT9gJQHhZM>

<sup>70</sup> <https://www.youtube.com/watch?v=eJDDKC-iOxw>

<sup>71</sup> <https://www.youtube.com/watch?v=CB68Y4swqto>

<sup>72</sup> <https://www.youtube.com/watch?v=YPn-NGUIWl8>

## Consulting Clients

Over the last 18 years De Swaan Arons has supported Chief Marketing Officers as well as Global Brand Directors and their teams at Unilever, Mars, Colgate, Pepsi, Verizon, Coca Cola, Seventh Generation, HP, Google, Pernod Ricard, Bacardi, Diageo, Quaker, Tropicana, Weleda, Sony, Sony Ericson, Philips, Kao, and many more companies.

## Guest Lecture/Teaching Experience

- NYU (Shanghai and NYC)
- Columbia University
- University of Texas
- Erasmus University
- UCLA

## Partnerships & Network

Over the last 5 years De Swaan Arons has personally built and led senior partnerships with many prominent marketing, agency, talent and insights organizations:

- WFA
- AAAA
- ANA
- AMA
- Korn Ferry
- Spenser Stuart
- ESOMAR
- ARF
- C-Squared
- Cannes Lions
- ISBA UK
- UBA Belgium
- BVA Netherlands
- Markenverband Germany
- ABA Brazil
- China Association of National Advertisers
- Union de Annonceurs France
- Forbes
- Campaign UK and Asia
- Marketing Week UK
- Tijdschrift voor Marketing Netherlands

## Awards

- TvM Top 10 Marketer, 2007, 2008
- Management Team Top World Manager 2016 <sup>73</sup>
- Management Team Top World Manager 2017 <sup>74</sup>
- Asia Brand Leadership Award <sup>75</sup>

## Public Boards

- Avenues for Justice <sup>76</sup>
- Third Street Music School Settlement <sup>77</sup>
- Kilimanjaro Initiative USA

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<sup>73</sup> <https://www.mt.nl/lijt/wereldmanagers-2016/121458/marc-de-swaan-arons>

<sup>74</sup> <https://www.mt.nl/lijt/wereldmanagers-2017/538921/marc-de-swaan-arons-2>

<sup>75</sup> [https://web.archive.org/web/20110913213737/http://www.asiabrandsummit.com/awards\\_categories.html](https://web.archive.org/web/20110913213737/http://www.asiabrandsummit.com/awards_categories.html)

<sup>76</sup> <http://www.agyp.org/about/board-directors>

<sup>77</sup> <http://www.thirdstreetmusicschool.org/about-us/board-staff/board-of-directors/>