



Nigel Hollis is Executive Vice President and Chief Global Analyst at Millward Brown. In his current role, he works with Millward Brown's global account teams to address client needs and shape the company's viewpoint on all things related to marketing and market research.

Nigel brings 28 years of research experience to bear on his understanding of how marketing communications can build and maintain brands. After a four-year stint with Cadbury Schweppes in the UK, Nigel joined Millward Brown, where he has worked with clients in many different industries and countries, and been instrumental in developing some of Millward Brown's most successful research solutions.

A four-time winner of WPP's Atticus Award (for original published thinking in marketing services), Nigel has had his insights published in a wide selection of journals and books. Nigel's book *The Global Brand* was published by Palgrave Macmillan in September, 2008. In *The Global Brand*, Nigel takes a close look at the challenges facing marketers and global brands today and identifies the best practices to help aspiring global brands achieve success on the world stage.

Nigel's interests outside work include: photography, sea kayaking, hiking, skiing, travel, science fiction, wine, cooking and eating good food.