

David Parrish

Helping creative entrepreneurs world-wide to become even more successful

Marketing



David is a marketing expert who works internationally helping creative entrepreneurs make their enterprises even more successful by using smart marketing strategies.

His latest book on strategic marketing is **'Chase One Rabbit: Strategic Marketing for Business Success. 63 Tips, Techniques and Tips for Creative Entrepreneurs'**.

David is also the author of the highly-acclaimed book **'T-Shirts and Suits: A Guide to the Business of Creativity'**. David has set up and managed enterprises in the creative industries throughout his career as an entrepreneur.

After learning about marketing and business growth primarily from practical experience, he later went to business school, graduating with a Masters Degree in Business Administration (MBA), 'with distinction', from Bradford University Management Centre, one of Europe's leading business schools.

As a leading marketing professional, he has been awarded **'Chartered Marketer'** status by the Chartered Institute of Marketing. He is a Registered Expert with the Business Growth Service in the UK.

His clients world-wide include high-growth businesses in the creative and digital sector, creative industries support agencies and specialist business development projects world-wide.

As a trainer he designs and delivers interactive **workshops** on strategic marketing, pricing, and business growth

David also a **keynote speaker** on marketing and business at conferences and creative industries events world-wide.

David has worked in Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Denmark, Egypt, Estonia, Finland, France, Germany, Holland, Indonesia, India, Italy, Jamaica, Korea (South), Kosovo, Laos, Lithuania, Malaysia, Morocco, New Zealand, Norway, the Philippines, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the United Arab Emirates, USA, Vietnam, Zimbabwe and the UK.

In addition to his professional accreditations in marketing, his credentials include being a member of the Institute of Consulting, a Fellow of the Institute of Leadership and Management, and a Fellow of the Royal Society of Arts.

Some examples of his work include:

- Keynote Speech and Marketing Workshop at the Ejadah Confex on the Creative Economy in Saudi Arabia, 2016.
- Speaker at the World Summit of Creative Industries in Moscow, at the Global Entrepreneurship Congress 2014.
- Advising Brazilian creative enterprises at events in Rio de Janeiro, São Paulo, Nova Friburgo and Cuiabá.
- Keynote speaker at the Korea Creative Economy Forum 2013 in Seoul.
- Delivering workshops and presentations in Vietnam, Taiwan, Chile, Zimbabwe, Brazil, Lithuania, the Philippines, China, Georgia, Belarus and Azerbaijan in association with the British Council.
- Guest speaker at the Creative Business Cup International Finals in Copenhagen, Denmark.
- Guest speaker in Moscow at Summer School for Russian creative entrepreneurs on the subject of: 'Creativity and Business: How to Succeed as a Creative Entrepreneur'.
- Advising on the development of PRANA in Bogotá, Colombia's leading incubator for creative enterprises.
- Keynote Speaker in Finland at the Media & Message conference for TV producers.
- Speaking at TEDx events in Italy, Morocco and Norway.
- Business growth and strategic marketing advice to Zero Gravity Creations, Baltimore, USA.

Cool business ideas, networks, videos, books and free stuff;
www.davidparrish.com