

C SQUARED



Charlie Crowe, Chief Executive Officer

C Squared

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Charlie is the Chief Executive of C Squared, the company behind a host of well-known event and information brands that focus on change within the global marketing and communications industry. C Squared is the producer of The Festival of Media, which began its life in the city of Venice and moved to Valencia, Spain, in 2009. The Festival is one of the fastest growing events on the global marketing industry calendar, created as a forum for the new advertising economy in order to look at new business models and fresh creative ideas.

C Squared also publishes Media & Marketing (M&M) magazine which, for 20 years, has been the leading trade publication tracking the globalization of the advertising industry and serving the international divisions of media companies. C Squared also runs the global online archive and new media information resource, Cream, and is currently working on the creation of a new online service for global marketers in the field of corporate responsibility and sustainability. In addition to the key brands, C Squared also has a thriving Special Projects Division, working on a variety of projects for clients such as Dubai Holding, The Media Circle and the BBC.

C Squared's speed of growth earned Charlie the title of "international pioneer" in a 2005 poll by the readers of the UK trade magazine, Campaign. Charlie graduated from New College, Oxford University, with a degree in Politics, Philosophy and Economics (PPE), and started his career as a parliamentary researcher for the Rt. Hon Tony Benn MP, one of the UK's best-known political figures. After a short spell as a financial journalist, specializing in the Eurobond market, Charlie went into media, eventually becoming Editor-in-Chief of M&M magazine and Editorial Director of the title's then publisher, Emap Communications.

Charlie has been a consultant to companies such as Adidas, BMRB (Kantar Group), Discovery Networks, The Financial Times and the World Federation of Advertisers. He has spoken at conferences around the world, which this year has included engagements at the EU in Brussels and at events in Montreal, New York, Sao Paolo and Belgrade.

Charlie is also a non-executive director of Consume Satellite Ltd. and outside of work he plays the drums in a rock band and collects odd varieties of books. Charlie is married to Saskia and they live in London with their two daughters, Edie and Martha.