



JOHN NOBLE, Director, British Brands Group, UK

John Noble is Director of the British Brands Group, a membership organisation that provides the collective voice for brand manufacturers in the UK.

The Group was founded in 1994 to promote the values and benefits of brands to consumers, the economy, and society, as well as to represent brand manufacturers collectively on policy issues.

Through its lectures, research studies, conferences, publications and briefings, the British Brands Group is committed to deepening understanding amongst those who make and shape public policy of the contribution of brands to the quality of our everyday lives and the success of the economy. It is part of network of similar organisations across Europe and represents AIM, the European Brands Association, in the UK.

John is a Chartered Marketer and, prior to joining the British Brands Group, followed a marketing career that started with British Airways before moving into marketing consultancy with Marketing Solutions. He then became Head of Marketing for Hamptons, the property firm, and held a senior marketing role with Bristol & West International.