



**Rafe Offer** has led teams and innovation at some of the world's best known brands - as a Global Marketing Director of Coca-Cola, Director of Global Marketing at The Walt Disney Company and a Director of Innovation for global drinks giant Diageo. Most recently, he became an entrepreneur and Co-Founder of global music start-up Sofar Sounds.

Described by the Guardian as "a quiet revolution" and New York Magazine as "one of the top new brands in America", Sofar Sounds promotes music gigs in intimate spaces around the world. Hosted in over 300 cities, Sofar is a global movement which aims to bring the magic back to live music. The brand has recently seen investment from Sir Richard Branson and announced major partnerships with the likes of Airbnb and Uber.

Following a career as an executive in several top global advertising agencies, Rafe joined The Walt Disney Company in 1993 as a Brand Manager. He developed the "having fun never goes out of style" marketing campaign for new Mickey Unlimited adult products and within three years, Disney saw sales grow from \$50m to \$800m.

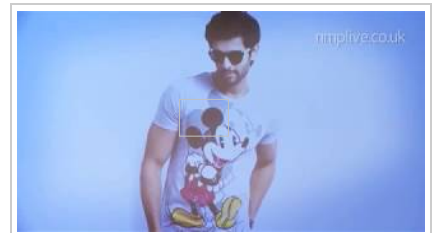
Rafe was subsequently appointed Director of Global Marketing for Disney Consumer Products and he led the worldwide marketing of Disney's \$12 billion Consumer Products licensing business. He set strategic vision, championed the evolution of Disney culture to a global focus and developed business frameworks to help 57 country offices implement Disney brand strategies.

In '97, Rafe Offer moved to The Coca-Cola Company as a Group Brand Manager. He chaired a Strategic Innovation Management committee - a team of executives from engineering, product, procurement, research and marketing that developed innovative packaging and sales equipment. Their innovations c...

## Rafe Offer

### Speech Topics

- Social Media
- Marketing
- Innovation
- Entrepreneur
- Customer Service
- Customer Relations Mgmt



## Testimonials

“ Rafe Offer is an engaging raconteur and public speaker. His deep subject matter knowledge coupled with his passionate and humble style deliver hugely enjoyable and informative talks.” ”

- VP Europe, A&O, Microsoft.

“ Rafe Offer is a truly inspiring speaker. He brings enormous experience from the corporate world and from his life as an entrepreneur. He has an empathic speaking style, and he connects very quickly and naturally to his audience. He is always one of the most popular speakers in the courses I run at London Business School.” ”

- Professor of Strategy & Entrepreneurship, London Business School.