

Dr. Darren Coleman

Author, Keynote, Chairman, Moderator, Panel Guest Brand Experiences & Brand Strategy Specialist

+44 (0) 777 32 80 770 / darren@wavelengthmarketing.co.uk

> Biography

Dr. Coleman specialises in helping brands drive growth and retain relevance through brand experiences. Darren's 25+ years of global experience spans Europe, the Middle East, South East Asia and Japan. Johnson & Johnson, Singapore Airlines, Dubai Properties, FUJIFILM, Nikon, Orange and PepsiCo are some of the brands he has helped.



Prior to founding his agency, [Wavelength Marketing](#), Darren completed a [PhD in B2B services brand performance](#). Darren's extensive commercial experience and deep subject matter knowledge appeal to intellectually curious marketing executives who want to constructively challenge their current ways of thinking with advanced yet applied insights to solve specific brand-related challenges they face.

Darren's book, [Building Brand Experiences: A Practical Guide to Retaining Brand Relevance \(Kogan Page 2018\)](#) has been translated into Korean and Turkish with the Mandarin (simplified) edition scheduled for 2023. The first chapter of Building Brand Experiences can be [downloaded here](#). Darren is a Visiting Lecturer in

Corporate Brand Management at the University of Warwick.

Darren is the Honorary Consul for Lithuania in Birmingham, UK. This means he represents the interests of Lithuania in Birmingham and acts as a main diplomatic point of contact for a broad range of issues relating to Lithuania in the city spanning business, science, education and culture.

In his spare time Darren enjoys spending time with his wife and family, playing tennis, socialising, travel, scuba diving, snoozing in his Mexican hammock, yoga and watching Birmingham City Football Club. Granted, some are more enjoyable than others.

Darren tweets [@onthewavelength](#), blogs [here](#) and his LinkedIn profile can be viewed [here](#). [You can view Darren's most recent showreel here](#).

> Contact details

darren@wavelengthmarketing.co.uk / Mobile: +44 (0) 777 32 80 770

