

## **Chris Hughes – OnBoarding Officers Tutor**

Chris is a Sales and Marketing Professional with approaching 50 years' experience of the genre and hands on knowledge of the changes that have taken place in these critical business sectors.

Coming from a classic sales and marketing background, Chris has held senior and board positions with companies such as Mars and Pillsbury UK. Subsequent to this he set up and ran Prince Sportsgroup UK. After sale to Benetton, Chris then developed a career as a management consultant with a bias towards marketing and brand positioning, both in domestic and global markets, and in interim management posts.

His experiences range across large budgets brands to start ups; from blue chip corporations to SME's; from consumer goods, via business to business, to service marketing. In all of these, he maintains and demonstrates, the same marketing and branding principles and disciplines apply.

As a veteran of 18 years as a Chairman with Vistage, the world's largest Peer Group organisation for CEOs, Chris has worked with, coached and mentored hundreds of CEOs across the total business spectrum.

Chris has been an International Speaker on issues related to branding and marketing for over 15 years.