



Rory  
Sutherland

Vice Chairman  
Ogilvy Group UK

 Afternoon Cake



## Consumer behavior

11. října 2016 13 : 00

Multikino CINESTAR, Radlická 3179/1E, 150 00 Praha 5 – Smíchov

<https://uk.linkedin.com/in/rorysutherland>

Rory is Vice Chairman, an attractively vague job title which has allowed him to co-found Ogilvychange, a behavioral science practice.

Rory co-heads a team of psychology graduates who look for "butterfly effects" in consumer behavior - these are the very small contextual changes which can have enormous effects on the decisions people make - for instance tripling the sales rate of a call centre by adding just a few sentences to the script. Put another way, lots of agencies will talk about "bought, owned and earned" media: we also look for "invented media" and "discovered media": seeking out those unexpected (and inexpensive) nudges that transform the way that people think and act.

Before founding Ogilvychange, Rory was a copywriter and creative director at Ogilvy for over 20 years, having joined as a graduate trainee in 1988. He has variously been President of the IPA, Chair of the Judges for the Direct Jury at Cannes, and has spoken at TED Global. He writes regular columns for the Spectator, Market Leader and Impact, and also occasional pieces for Wired.

Rory is married to a vicar and has twin daughters of 14. He lives in the former home of Napoleon III - unfortunately in the attic. He is a trustee of the Benjamin Franklin House in London and of Rochester Cathedral.

Ondřej  
Krátky

Co-Founder  
Chief Growth Officer at Liftago

 Afternoon Cake



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Multikino CINESTAR, Radlická 3179/1E, 150 00 Praha 5 – Smíchov

<https://www.linkedin.com/in/ondrejkratky>

Po 4 letech zaměstnání opustil kariéru v nadnárodní firmě, kde byl vybrán mezi TOP5 talentovaných mladých marketérů globálně.

Pomohl založit české Liftago, nejlépe hodnocenou přepravní aplikaci u nás, která má za cíl poskytnout alternativu k vlastním autům v centrech měst.

Kromě pár plesových tombol vyhrál také zlato v největší světové soutěži pro mladé kreativce na festivalu Cannes Lions.

Prezentace si kreslí.



Rogier  
Croes

Chief Digital Officer  
at MEC

MEC Afternoon Cake



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Multikino CINESTAR, Radlická 3179/1E, 150 00 Praha 5 – Smíchov

<https://nl.linkedin.com/in/rogier-croes-514626>

Rogier is active in the world of digital for over 18 years and has a background at creative agencies, performance agencies and media agencies.

He is a visionary online marketer and passionate about his work. In the past years he has built a successful track record in progressive online and e-commerce roles working with leading market brands in all categories. Currently Rogier is Chief Digital Officer in the CEE region, Russia, Ukraine and the CIS region.

His role is to accelerate digital across the region and make full use of technological developments. He plays a key part in creating and maintaining a collaborative environment for MEC and manages the regional Interaction community, providing leadership and management.

Next to that Rogier is a future thinker and passionate about exponential growth of new technologies and how these trends will impact our world forever.





Vanda  
Wolfová

Head of Agency  
at Google

 Afternoon Cake



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Multikino CINESTAR, Radlická 3179/1E, 150 00 Praha 5 – Smíchov

<https://cz.linkedin.com/in/vandawolfova>

*Before joining Google as the Head of Agency, Vanda conjoined her professional career with the global marketing brand Ogilvy, where she worked for more than 22 years.*

*The last ten years of which, as the regional director of Ogilvy One in Paris. At the same time, she was the only woman in the European board of Directors. She was responsible for the development of business opportunities in the area of Telecommunication, IT and digital media and oversaw the development of CEE region branches.*

*She also took care of Ogilvy's largest client, IBM and its activities in the EMEA region. Before moving abroad, she hold the post of the Vicepresident of Czech PR agencies Association for three years.*

*She's been voted the Woman of the year in 2000, Top business women of Slovakia in 2014 and the famous director Věra Chytilová shot a document about her for Czech TV. Vanda dedicates most of her free time to her four year old son Markus.*