

18 August, 2021

## Reference for Rob Brown

To whom it may concern

Rob has worked with me at the business school of Oxford Brookes University over the last three years on a range of undergraduate and postgraduate marketing modules. For example, on the Product and Brand Management module and the Brand and Marketing Communications module, he has given guest lectures on the topics of "Societal Advertising Campaigns" and "The Power of Creativity". On the Strategic Brand Management module and the PR & Branded Content in the Social Media Age module, Rob developed together with me two live client briefs. These briefs are realistic marketing case studies which the students have to work on as part of their assignments on these modules. Rob led the client briefing sessions for the students at the beginning of each module and then provided in-depth feedback at the end of each module to the students.

In whatever way Rob worked with our students at Oxford Brookes University, he was always extremely engaging, insightful, and supportive. He managed to provide critical and motivational feedback at the same time. Students and even colleagues reported back to me on how inspired they felt when working with Rob. And personally, I couldn't agree more. As a successful senior creative and professional in the advertising industry, some might expect Rob to be insightful and inspiring anyway. However, I was equally impressed with Rob's comprehensive understanding of brand strategy and marketing in general which goes far beyond the realm of an executive creative director.

I would therefore not hesitate to recommend Rob most highly to any college or university as a marketing guest lecturer, teacher, and collaborator. He has made a significant contribution to my classes and I'm extremely grateful for his fantastic work.

With best regards



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