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# CT20

FUTURES EVENT

## Speaker biography

Michelle McEttrick



### **Michelle McEttrick, Group Brand Director, Tesco**

Michelle has spent equal time in creative agencies and client marketing jobs, including leadership roles at McCann-Erickson, BBDO and BBH working across brands such as Washington Mutual Bank, POWERaDE, Barclays, Barclaycard, British Airways and Coca-Cola. Client roles have included the VP/Marketing for allrecipes.com (which she grew to be the largest food and cooking website globally, a position it still holds), Director of Integrated Marketing for Safeco, a Fortune 500 Insurance Company, and MD, Group Brand and Marketing for Barclays.

She is currently the Group Brand Director for Tesco with responsibility for Brand and Customer Proposition development across the Tesco group. Michelle has worked in the US, Portugal and London, her favourite of course being London. She and her husband Mike Eggers live in East London with their two cats and a guest room that they love to have filled with friends and family from all over the world.