



David Abrahams is founding director of Brand Mediation, an adviser on operational effectiveness in the stewardship of brands and the development of new products. An accredited commercial mediator, he has related interests in the management of strategic alliances, licensing arrangements and enterprise risk management. He sits on the Brands Committee of The Licensing Executives Society and is a member of The Chartered Institute of Arbitrators.

David graduated in law from Cambridge University and is an alumnus of the INSEAD-CEDEP General Management Programme. He spent 23 years in product management and regional business management with pre-eminent consumer businesses, including The Boots Company, the Chanel group, Eastman Kodak and Gillette, where he led the Personal Care Division's combined marketing and commercial operations in its largest European region: UK, Ireland, Scandinavia and Benelux.

David has worked in an advisory capacity for 12 years and is the author of *Brand Risk – Adding Risk Literacy to Brand Management* (2008).

Practice areas

- ☐ Project management: innovation – licensing – start-up – rescue
- ☐ Commercial mediation: clients – agencies – licensees – JV partners
- ☐ Operational improvement: "success modelling" – global – local
- ☐ Marketing due diligence: plans assessment – risk modelling
- ☐ Enterprise risk management (ERM): corporate – marketing function
- ☐ Executive coaching: brand risk management

Professional memberships

The Marketing Society ("Business Leader"); The Chartered Institute of Arbitrators (accredited commercial mediator – MCI Arb.); Association of Strategic Alliance Professionals; Product Development and Management Association (NPDP certified - USA); Licensing Executives Society (Brands Committee); Licensing Industry Merchandisers' Association.

david.abrahams@brandmediation.com

From the reviews of *Brand Risk*

"In this excellent book, Abrahams puts forward a powerful case for professional marketers to develop a deeper understanding of brand risk and incorporate it into brand management." *The Marketer* (Chartered Institute of Marketing)

"There's no shortage of books on branding and brand management, but this one is a bit different ... It's particularly valuable because ... its focus is not on risk avoidance but risk optimisation." *Research* (The Market Research Society)

"His explanations of much academic argument are refreshingly approachable ... this is an immensely readable book with much to stimulate brand marketers." *Market Leader* (The Marketing Society)

"Among the wealth of good things here it is difficult to know what to pick out ... it is a book which will repay reading, no matter how experienced a risk professional you may be." *StrategicRISK*

