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**Women Presidents' Organization Announces Kevin Roberts As Keynote Speaker For 2007 International Conference**

*Worldwide CEO Of Saatchi & Saatchi To Address WPO*

NEW YORK – Marsha Firestone, Ph.D., president of the Women Presidents' Organization (WPO), has announced that Kevin Roberts, worldwide CEO of Saatchi & Saatchi, will be the keynote speaker at the 2007 WPO International Conference, "Beyond Business As Usual: The Next 10 Years" - April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, Ariz. Roberts is an internationally renowned marketing guru who worked on the client side for companies such as: Pepsi, Gillette and Proctor & Gamble before taking the helm at the globally acclaimed advertising and ideas company, Saatchi & Saatchi in 1997. His resume also features a stint as brand manager for the cosmetic line of British fashion designer Mary Quant. Roberts' is also the author of the international bestseller *Lovemarks: the future beyond brands* and the newly released follow-up book *the Lovemarks Effect: winning in the consumer revolution*, which shows how Lovemarks thinking has transformed businesses across the globe. He will address the future of branding at the 2007 Conference. The 2007 International Conference encourages WPO members and potential members to share their business strategies and experiences with other successful women from across North America, as well as learn from interactive seminars and speakers.

## Related Links:

<http://www.womenpresidentsorg.com>  
[http://kierlandresort.com/golf\\_spa/index.html](http://kierlandresort.com/golf_spa/index.html)  
<http://www.saatchikevin.com>

## News Facts:

- Kevin Roberts, worldwide CEO of Saatchi & Saatchi, will be the keynote speaker for the Women Presidents' Organization (WPO) 2007 International Conference on "Beyond Business As Usual: The Next 10 Years" April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, Ariz.
- Roberts is an internationally renowned marketing expert who worked for Pepsi, Gillette and Proctor & Gamble before moving to the agency side.
- He started his career in the late 1960s with the iconic British fashion designer Mary Quant.
- He has been worldwide CEO with Saatchi & Saatchi, an ad agency with offices in 83 countries and 7000 employees, since 1997.
- The WPO Annual Conference encourages members and potential members to share their business strategies and experiences with other successful women from across North America, as well as learn from interactive seminars and speakers.

## Quotes:

"We are proud to offer our members the opportunity to learn from Roberts insight on the future of branding," said Marsha Firestone, Ph.D., president of the WPO. "He is a significant thought leader in the field who believes that great companies are built on great ideas. The combination of

his industry expertise and interest in developing businesses will make for a riveting keynote address.”

About Kevin Roberts:

Kevin Roberts is the Worldwide CEO of Ideas company, Saatchi & Saatchi, with a team of 7000 people across 82 countries. Clients include Procter & Gamble, Toyota, General Mills, Visa International, Ameriprise, JC Penney and Novartis. Born in Lancaster, England Roberts started his career in the late 1960s with the iconic London fashion house of Mary Quant. He then worked as a senior marketing executive for Gillette and Procter & Gamble. At 32, he became CEO of Pepsi-Cola Middle East; he later became Pepsi's CEO in Canada. In 1989, Roberts become Chief Operating Officer with Lion Nathan and in 1997 he became worldwide CEO of Saatchi & Saatchi. Roberts is the CEO in Residence at Cambridge University's Judge Business School and a Professor of Sustainable Enterprise at the University of Waikato, New Zealand. In 2004 he released the international bestseller *Lovemarks: The Future Beyond Brands*, which shows how emotion can inspire businesses and brands to deliver sustainable value. In December 2006 he released *The Lovemarks Effect: Winning in the Consumer Revolution*, a collection of influential insights on the impact of Lovemarks in the market. He is married to Rowena Roberts and has two daughters and two sons. For more information, visit <http://www.saatchikevin.com/>.

About Saatchi & Saatchi:

Saatchi & Saatchi is a worldwide ad agency with 143 offices in 83 countries. The firm works with over 60 of the top 100 worldwide advertisers and over half of the top 50 most valuable global brands. Saatchi & Saatchi has won more than 3,500 awards for its work over the last five years alone. For more information, visit <http://www.saatchi.com>.

About Women Presidents' Organization (WPO):

The Women Presidents' Organization (WPO) locally and internationally connects top women entrepreneurs at the million and multimillion-dollar level (\$2 million in gross annual sales or \$1 million for service-based business) for greater personal and professional success. In monthly meetings across the US and Canada, chapters composed of 20 accomplished women presidents from diverse industries and backgrounds invest time and energy in themselves and their businesses to drive their corporations to the next level. For more information, call 212-688-4114 or visit <http://www.womenpresidentsorg.com>.

Keywords:

Women Presidents' Organization, WPO, Marsha Firestone, Entrepreneur, International Conference, Kevin Roberts, Saatchi & Saatchi, Westin Kierland Spa, Scottsdale, New Zealand

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