



CHRIS MALONE

The HUMAN Brand: Build Lasting Loyalty in the Digital Age

Categorie

Business & Management

Type

Expert | Thought leader

Inzetbaarheid

Keynote speaker, Expert

Thematiek

The Human Brand

Talen

EN

Afkomstig van

USA

Biografie

Chris Malone is Founder and Managing Partner of Fidelum Partners, which is based outside Philadelphia in Newtown Square, PA. Chris has over 25 years of sales, marketing, consulting and organizational leadership experience, and a track record of driving growth and profitability. He held senior marketing positions at leading organizations such as Choice Hotels, ARAMARK, Coca-Cola, the National Basketball Association, and Procter & Gamble and has consulted to a broad range of Fortune 500 companies.

As Chief Marketing Officer of Choice Hotels, one of the largest hotel companies in the world, with over 6,000 hotels open worldwide, Chris led the company's 800 person global consumer marketing, worldwide travel industry sales, e-

Tijdslijn

2018

Have repeatedly appeared on CNBC, FOX Business, Wall Street Journal Live, Bloomberg News and Yahoo News as a guest commentator over the last years.

2017

article on Dunkin Donuts' name change garnered 92,000 views, 4,000 likes, 300 comments and 500 shares on LinkedIn

2015

• Received Industry Impact Award from Consumer Brand Relationships Association

2014

delivered nearly 100 keynote addresses around the world since 2014

2014

• Award winning co-author of The HUMAN Brand: 2014 Axiom Business Book

and International Books
Awards

commerce and reservations organization. Previously he served as Senior Vice President, Marketing for ARAMARK Corporation, a multinational food, facility and uniform services enterprise with over \$13 billion in annual revenue.

Chris is co-author of the award-winning book, *The HUMAN Brand: How We Relate to People, Products & Companies*, which was published by the Jossey-Bass division of Wiley Publishing. He is also a frequent guest and contributor to CNBC, FOX Business, Bloomberg TV, Wall Street Journal Live, Forbes and Businessweek.

Chris holds a bachelor's degree from the University of Maryland at College Park and an MBA from The Wharton School of the University of Pennsylvania.