Introducing our Fellows for 2026



The Marketing Society Leadership Dinner has always been about reflecting on the year that's gone and celebrating our industry's achievements. Announcing our new Fellows is the pinnacle of that celebration.

The Marketing Society Fellowship is our highest and most prestigious accolade, awarded to outstanding marketing leaders who have achieved significant success in the markets they've worked in and made an active contribution to The Marketing Society and our industry more broadly.

We're thrilled to celebrate the exceptional accomplishments of our 2026 Fellows of The Marketing Society, so read on to find out more about their impressive work and achievements and be inspired by their remarkable journeys.
They join a very special group of those leading the conversation in marketing, who have done brilliantly in their careers but more than that, they are people who care about shaping the marketing industry positively and indeed making a difference in the world.

FELLOW
THE MARKETING SOCIETY

Honorary Fellow



Craig Inglis
England

Group Chief Customer Officer at The Entertainer
Former Chair of The Marketing Society

Craig has made an outstanding contribution to the marketing profession over a career spanning some of the UK's most recognised brands. As a Chief Marketing Officer, Chief Customer Officer and strategic adviser, he has consistently demonstrated the power of marketing to drive commercial success, organisational transformation and customer value. His leadership across retail, hospitality and leisure has earned him widespread respect as one of the UK's most influential marketing leaders.

Beyond his executive career, Craig has continued to shape the profession through his work as a board member, chair, non-executive director, mentor and consultant, generously sharing his experience with organisations and future leaders alike.

Honorary Fellowship recognises not only his exceptional professional achievements but also his sustained commitment to advancing marketing and supporting the next generation of leaders. His influence, leadership and contribution make him a fitting recipient of this year's Honorary Fellowship.

FELLOW
THE MARKETING SOCIETY

Honorary Fellow



David Marshall
Scotland

Professor of Marketing and Consumer Behaviour at the University of Edinburgh Business School.

David is Professor of Marketing and Consumer Behaviour at the University of Edinburgh Business School. He has held several senior roles, including Head of Marketing Group and Director of Postgraduate Programmes, and designed and launched the MSc Marketing programme.

He teaches Strategic Marketing and Consumer Behaviour to undergraduate, postgraduate and MBA students. His research explores food access, family dynamics and children's consumption, with international collaborations across the UK, America, Canada, Europe and Asia.

He has published in leading academic journals and edited books on Food Choice, Understanding Children as Consumers and Family Meals.
David has been actively involved with The Marketing Society for over 15 years, championing links between academia and industry through initiatives including the Amplify Marketing Festival and Student Star Awards.

He particularly enjoys seeing former students develop successful marketing careers while continuing to learn from industry practitioners and bring real-world insights into his teaching.

FELLOW
THE MARKETING SOCIETY



Nellie Chan
Hong Kong

Former Director, Google;
Chair of The Marketing Society Hong Kong

Nellie has been a dedicated supporter of The Marketing Society for over a decade, serving as a Board Member in Hong Kong and, for the past three years, as Chair of the Hong Kong Board. Through her leadership she has played an important role in strengthening the Society's presence in the region, championing Members and helping to create a vibrant and connected marketing community.

Her long-standing commitment reflects a genuine passion for supporting both the Society and the wider profession.

Alongside her contribution to The Marketing Society, Nellie enjoyed a distinguished career at Google, where she held senior leadership roles and became recognised for her strategic insight and commercial expertise. Fellowship recognises both her professional achievements and her sustained commitment to giving back through her leadership, generosity and continued support of the marketing community.

FELLOW
THE MARKETING SOCIETY



Gita de Beer

Singapore

Former Director, The HEINEKEN Company;
Chair of The Marketing Society Singapore

Gita has made an exceptional contribution to The Marketing Society through her leadership as Chair of the Singapore Board. She has been instrumental in growing and strengthening the Society's presence in Singapore, championing Members and fostering a collaborative and forward-looking community. Gita has also led discussions around emerging topics such as artificial intelligence, helping marketers navigate an evolving landscape while continually encouraging innovation and learning.

Alongside her contribution to The Marketing Society, Gita built an outstanding international marketing career, including senior leadership at Heineken. Her combination of commercial leadership, strategic thinking and commitment to developing others makes her an outstanding ambassador for the profession. Her sustained contribution to both the Society and the wider marketing community makes her a highly deserving candidate for Fellowship.

FELLOW
THE MARKETING SOCIETY



Jon Evans
England

Founder, Uncensored CMO

Jon has made a significant contribution to the marketing profession by creating one of the industry's most influential platforms for learning and knowledge sharing. Following a successful career in FMCG marketing and senior leadership roles, including Chief Customer Officer at System1, Jon founded Uncensored CMO, one of the UK's leading marketing podcasts. Through more than 250 episodes featuring some of the world's most respected marketing leaders, he has helped share best practice, challenge conventional thinking and inspire marketers at every stage of their careers.

Jon has also engaged with The Marketing Society through speaking and supporting the community. His work continues to elevate marketing by making world-class leadership, creativity and commercial thinking accessible to a broad audience. Fellowship recognises both his professional achievements and his ongoing commitment to strengthening the marketing profession through education, connection and thought leadership.

FELLOW
THE MARKETING SOCIETY



Abigail Dixon
England

Founder & Director, The Whole Marketer

Abigail has dedicated her career to supporting marketers to thrive professionally and personally. Following senior marketing roles with organisations including Britvic, Bosch, Burger King and Premier Foods, she founded The Whole Marketer, a consultancy, podcast and community focused on developing marketers through coaching, mentoring, training and thought leadership. She is also a Fellow of the Chartered Institute of Marketing, an accredited coach and a recognised industry commentator.

Abigail has made a meaningful contribution to The Marketing Society, generously sharing her expertise through articles, thought leadership and multiple contributions to Your Next Chapter. Her willingness to give back, alongside her commitment to developing the next generation of marketers, closely reflects the values of Fellowship. She is recognised not only for her professional achievements but also for the positive impact she continues to have across the wider marketing community.

FELLOW
THE MARKETING SOCIETY



Toby Horry
England

SVP Global Marketing – Merlin Entertainments

Toby has built an outstanding marketing career spanning agencies and some of the UK's best-known consumer brands. Following senior leadership roles at AMV BBDO and Dare, he moved client-side to help lead the turnaround of the Tesco brand before taking on global brand leadership at TUI, where he led the company's international rebrand and oversaw brand strategy, customer insight, content and media. He now serves as Senior Vice President, Global Marketing at Merlin Entertainments, leading global marketing for one of the world's leading visitor attractions businesses.

Alongside his executive career, Toby has been an active supporter of The Marketing Society, contributing as a Global Awards judge and engaging with the Society's community. Recognised by Campaign's Power 100 and as a Marketing Academy Fellow, he is respected for his strategic leadership, commercial expertise and commitment to advancing the profession.

FELLOW
THE MARKETING SOCIETY



Shelley Macintyre
England

CEO, Brands & Licensing, BBC Studios

Shelley has built an outstanding international marketing career, leading global marketing for BBC Studios and previously holding senior leadership roles across the media and entertainment sector. She is recognised for combining commercial leadership with a strong commitment to developing people and building high-performing teams.

Shelley has been an active supporter of The Marketing Society through mentoring, her contribution to the Growth Council and her willingness to share her expertise with Members. Her generosity, leadership and commitment to supporting others exemplify the qualities Fellowship seeks to recognise. Through both her professional achievements and her continued contribution to the Society, Shelley continues to inspire the marketing community and help shape the future of marketing.

FELLOW
THE MARKETING SOCIETY



Deborah Dolce

England

Senior Vice President, Group Marketing &
Corporate Responsibility Director, TJX Europe

Deborah has built an accomplished career leading marketing and corporate responsibility at one of Europe's largest retail organisations. As Senior Vice President, Group Marketing & Corporate Responsibility Director at TJX Europe, she has demonstrated how marketing can drive commercial success while supporting broader organisational purpose and reputation.

Deborah has also been an active supporter of The Marketing Society, contributing her expertise through judging, mentoring and engagement with the Society's activities. Her willingness to share her experience and support fellow marketers reflects her commitment to strengthening the profession beyond her executive role. Fellowship recognises both her significant professional achievements and her continued investment in the marketing community.

FELLOW
THE MARKETING SOCIETY



Nathan Ansell
England

Chief Customer Officer, Waitrose;
President Elect of the Advertising Association

Nathan has established himself as one of the UK's leading marketing and customer leaders through senior roles with Red Bull, Kraft Heinz, Birds Eye, M&S and, most recently, Waitrose. Throughout his career he has demonstrated how insight-led marketing can drive sustained commercial growth, combining brand leadership with a deep understanding of customer behaviour. His work has been recognised through industry awards, including The Marketing Society Excellence Awards.

Nathan is a long-time enthusiast and supporter of The Marketing Society, having judged the Society's Awards and contributed to celebrating marketing excellence. Beyond his executive career, he currently serves as President Elect of the Advertising Association, championing the value and future of the UK advertising and marketing industry. His commitment to advancing the profession, alongside his continued support of The Marketing Society, makes him a deserving candidate for Fellowship.

FELLOW
THE MARKETING SOCIETY



Helena Verellen

New York

Fractional CMO and Strategic Advisor;
Board Member of The Marketing Society New York

Helena has enjoyed a distinguished international marketing career, including serving as Chief Marketing Officer at The Second City. Throughout her career she has combined strategic leadership with a passion for creativity, brand building and developing marketing talent.

Helena has been a long-standing supporter of The Marketing Society in New York, consistently contributing her time and expertise to help strengthen the Society's presence and community in the region. Her sustained commitment to supporting fellow marketers, alongside her professional achievements and international perspective, embodies the qualities Fellowship seeks to recognise.

FELLOW
THE MARKETING SOCIETY



Faheem Ahamed
UAE

Group Chief Marketing & Communications Officer, G42;
Vice Chair The Marketing Society UAE

Few people have played a more significant role in shaping The Marketing Society in the UAE than Faheem. As Vice Chair of the UAE Advisory Board, he has been instrumental in the Society's growth, particularly in Abu Dhabi, providing strategic guidance, championing our ambitions and consistently giving his time, expertise and influence to strengthen the community. Beyond his governance role, Faheem has been a regular speaker, Awards judge and trusted adviser, while also helping to secure high-profile speakers, partners and opportunities that have elevated the quality and reputation of our programme.

His contribution to the marketing profession is equally compelling. Over more than 25 years in the UAE, Faheem has established himself as one of the region's most respected marketing leaders, culminating in his role as Group Chief Marketing & Communications Officer at G42 during a period of significant technological transformation. His work has helped position Abu Dhabi at the forefront of global conversations around artificial intelligence, demonstrating how marketing can communicate innovation while driving economic growth and international reputation. His sustained leadership, generosity and influence make him an exceptionally deserving candidate for Fellowship.

FELLOW
THE MARKETING SOCIETY



Kelly Rafferty
UAE

General Manager, Aujan Coca-Cola

Kelly has demonstrated an exceptional and enduring commitment to both The Marketing Society and the marketing profession over more than two decades. A Member for 16 years, she has supported the Society throughout her career, from participating in the Marketing Leaders Programme in the UK to becoming one of the founding Board Members who helped establish The Marketing Society in Dubai in 2016. More recently she has continued to contribute through judging the GCC Awards, speaking at Society events and championing the organisation across the region.

Alongside her contribution to The Marketing Society, Kelly has built an outstanding international career across Ireland, the UK and the Middle East, holding senior leadership roles with organisations including Mondelez, Kellogg's, Kerry Foods and now Aujan Coca-Cola. Recognised for her commercial leadership and strategic thinking, she has consistently demonstrated how marketing can drive business growth while generously sharing her expertise with others. Her sustained contribution to both the Society and the wider marketing profession makes her a highly deserving Fellow.

FELLOW
THE MARKETING SOCIETY



Lucy Henderson
Scotland

Global Brand & Business Leader, Founder

Lucy began her marketing career in hospitality before joining Heineken, where she spent more than 13 years in global and local roles. On returning to the UK, she became UK Marketing Director at C&C Group, leading Tennent's and the company's premium portfolio. She then joined AG Barr, working across a portfolio of more than 15 brands including Irn-Bru and Rubicon.

Lucy now runs several ventures of her own. She co-founded Fractional Folk, a strategic consultancy that provides senior executives on a fractional basis and has founded a purpose-led tech platform My Child's Path.

A long-standing supporter of The Marketing Society Scotland, she serves as a panel chair for the Star Awards and sits on the Society's Advisory Board. She also played a central role in redesigning the Society's Scotland strategy for growth 2027-29.

FELLOW
THE MARKETING SOCIETY



Stuart Mackenzie
Scotland

Director of Marketing Communications, C&C Group

Stuart began his career in marketing with sportscotland and EventScotland before joining SSE in 2015 as Head of Sponsorship Communications. He later held senior leadership roles at agencies WIRE and Frame, working with brands including Tennent's, UEFA, Disney, Whyte & Mackay and DF Concerts. Stuart joined C&C Group in 2021 and is now Director of Marketing Communications, leading brand communications, corporate affairs and B2B marketing.

A long-standing supporter of The Marketing Society Scotland, Stuart has been involved with its student societies and, more recently, its Advisory Board. Passionate about developing talent and a more inclusive industry, he champions open conversations around mental health and wellbeing, including as a Board Trustee of SAMH, Scotland's national mental health charity.