

Alex Gibson

Marketing Expert - Lecturer, Broadcaster, Writer. - Dublin, Ireland

W: <http://www.worky.com/alex-gibson>

Lecturer on tourism and hospitality marketing to undergraduate and post-graduate degree programmes in the School of Hospitality Management and Tourism, DIT. I have chaired several degree validation committees as well as involved in programme administration duties. I have presented at academic conferences in Ireland, Europe, North and South America.

Professional Experience

1998 - Present **Hospitality Sales and Marketing Association International - Director and Past President**

I am on the Board of HSMIA Ireland as a Director and Head of Education Committee. I am a former President of HSMIA Ireland, sit on the Europe Board of HSMIA and a recipient of a Lifetime Achievement Award in 2007.

1991 - Present **Dublin Institute of Technology - Senior Lecturer - Marketing**

Lecturer on tourism and hospitality marketing to undergraduate and post-graduate degree programmes in the School of Hospitality Management and Tourism, DIT. I have chaired several degree validation committees as well as involved in programme administration duties. I have presented at academic conferences in Ireland, Europe, North and South America.

Key Skills Administration, Hospitality, hospitality management, lecturer, Marketing, Validation

2000 - Present **The Persuaders Podcasting - Radio Presenter and Podcaster**

I received the Net Visionary Award 2008 for Best Business Podcaster. In October 2009, I received the Best Podcaster Award at the Irish Web Awards. Produced podcasts for organisations such as An Post, o2, Marketing Institute of Ireland and ESOMAR.

Key Skills Marketing

1994 - Present **The Marketing Institute of Ireland - Member**

Member of the Marketing Institute since 1994. I present a series of podcasts for the Marketing Institute - The Marketer's Chair interviews senior fellows of the institute about their marketing careers and the issues they face in their marketing roles.

Key Skills Marketing

2010 - Present **Dublin City FM - Director**

I serve on the Board of Directors of Dublin City Fm - a special interests, non-profit licensed radio station covering the Greater Dublin Area. My specific role on the Board is that of Sales and Marketing.

Key Skills Marketing

2000 - Present **The Persuaders Radio Show - Presenter and Producer**

Each week I present The Persuaders on Dublin City FM. It's the only radio show dedicated to marketing topics and is also the longest running radio show aimed at a business audience in Ireland.

I received the Net Visionary Award 2008 for Best Business Podcaster. In October 2009, I received the Best Podcaster Award at the Irish Web Awards. Produced podcasts for organisations such as An Post, o2, Marketing Institute of Ireland and ESOMAR.

Key Skills Dedicated, Marketing

2008 - 2009 **FZK Europe - Managing Director**

Full service hospitality marketing agency and consultancy with clients in the US, Caribbean and Europe. Projects included branding and PR assignments.

Key Skills Hospitality, Marketing

2008 - 2009 **FZK Europe - Managing Director**

Full service hospitality marketing agency and consultancy with clients in the US, Caribbean and Europe. Projects included branding and PR assignments.

Key Skills Hospitality, Marketing

2004 - 2008 **DIT - Head of Department of Tourism**

Head of Department of Tourism. Responsible for academic management of four undergraduate and one post-graduate degrees and strategy for the Department. I also chaired the validation panels for one Bachelors degree and two Masters degrees in other Schools in the DIT. During my tenure in the role I played a key role in the development of the MagicTouch Partners programme - an branding oriented approach to developing School-Industry linkages.

Key Skills strategy, Validation

1996 - 1996 **ESSEC Business School - Visiting Professor IMHI**

In residence as a Visiting Professor of Marketing at Institute de Management Hotelier International. (IMHI) Paris. This school is part of the leading business school in France, ESSEC. I have delivered several courses on the MBA programme over the past years at this Institute, which has for the past 6 years received the accolade of best post-graduate educator of hospitality students in France.

Key Skills Hospitality, Marketing

1987 - 1991 **Nabisco/Danone - Product manager**

Education and Qualifications

1987 **Masters/PostGrad - International Marketing**
UCD + DIT

1987 **Bachelor/Degree - MBS, International Marketing**
University College Dublin

1986 **Bachelor/Degree - B.Sc. (Mgmt.), Marketing (1st Class Hons)**
Dublin Institute of Technology

Additional Information

Links

My YouTube Channel (IrishMarketing) - <http://www.youtube.com/irishmarketing>

Twitter - <http://www.twitter.com/thepersuaders>

LinkedIn - <http://www.linkedin.com/alexgibson>

Languages

French - Working knowlege
