



## CLIENT EXPERIENCE

RIO TINTO PLC, BOURNE  
LEISURE

## MARJORIE KAPLAN | MENTOR | MERRYCK

### OVERVIEW

Marjorie's experience in media, entertainment and brand management spans more than 25 years. Most recently she served at Discovery as President of Global Content based in London after numerous roles leading creative and commercial development in the US. Prior to Discovery, she worked in advertising and consumer goods. Marjorie was recognised as one of Fast Company's Most Creative People in Business for her ability to drive transformation and business success by combining creative leadership with financial and strategic rigour.

### APPROACH

Marjorie is driven by a desire to seek out and empower creativity, innovation and human-centred leadership in today's rapidly changing world. Business transformation demands a culture of bravery and risk-taking but also clear priorities and effective decision making. Having successfully built global enterprises, Marjorie is well placed to partner with leaders on purpose, strategy and results.

### CAREER HISTORY

Marjorie spent 20 years as a member of the executive leadership of global media company Discovery Communications. During her tenure as president of multiple pay-tv brands, she ran commercial strategy and global content production that reached all demographics in the US and around the world. She was recognised as a change agent and has been responsible for multiple brand transformations, business turnarounds and the development of emerging leaders.

Prior to her media career, Marjorie was a senior executive at Ogilvy & Mather and Kraft General Foods where she honed her commitment to customer focus, brand story and insight-based research. An accomplished presenter, mentor and advocate, Marjorie frequently speaks at industry, creative and cultural events. She currently serves on the boards of the Grierson Trust and ProSiebenSat 1.

### PERSONAL

Marjorie splits her time between London and New York. She is married to an artist from whom she has gained much insight into creative process and thinking. They have two grown sons and a dog. Once upon a time, she wanted to be a folk singer. In her spare time she is teaching herself to play the guitar and who knows where that might lead!