**[MARC LEWIS](http://www.parliamentspeakers.com/Speaker/Marc%2Blewis)**

**BIOGRAPHY**

Marc was expelled from school for the last time in 1989 at the age of sixteen, just a few weeks before he was due to sit his exams. It would not be an understatement to claim that he was expected to come to nothing. His grades supported this view. Working in a department store at the age of nineteen, Marc wanted more from life. He wanted to do something creative. A competition in The Guardian newspaper offered a scholarship at the world’s most prestigious advertising school. Marc won the scholarship and it has changed his life.

Marc was educated in the ways of creativity by John Gillard, a legendary educator from the advertising industry. A successful and prosperous career in advertising awaited Marc. However, his journey took a different path. He was exported from the UK to South Africa, just before Mandela’s first election, by an advertising agency where he won awards for creativity in his first month. Far away from home, Marc craved for one of his passions; stand-up comedy. He turned his knack on advertising to open South Africa’s first comedy club. One club became two. Two became a chain. In 1997, Marc returned home to London to start an internet company. It was bought for just under £20 million in 2000.

The mobile revolution caught Marc’s interest in 2002 and he has been more successful from mobile than Internet. In fact, Marc is the only entrepreneur to have been awarded two international Red Herring 100 awards for two different companies in the same year. Both were for innovative technologies in the mobile space. Marc’s companies have won numerous international awards for innovation including; Retail Week - Grand Prix; European Retail Solutions - Most Innovative Business; Direct Response Intelligence - Innovation of the Year; Mobile Marketing - Most Innovative use of Mobile. He is credited with developing the world’s first video banner ad in the 1990’s (first client was Peugeot on the Lycos network), the first eCommerce enabled banner ad, the first printable banner ad and the first viral banner ad. Among many other inventions, he is credited with Mobile Payment technologies, linking mobile phones with EPoS systems (cash registers) and a technology that displays the full text from a book on a mobile phone in under 70KB.

Marc’s second book will be published in late-2008 and sets out his approach to creativity. He wants to catch his breath after six long years of building technology companies. His new book and his public speaking career focus on transmitting the ways of creativity and entrepreneurism inspired by John’s teachings and from twenty years of proving his earlier schoolmasters wrong. Marc will also be reopening John Gillard’s School of Communication Arts adding entrepreneurship and digital marketing to the curriculum.

[**To book Marc Lewis for you event, please contact Parliament on +44 (0) 1202 24 24 24**](http://www.parliamentspeakers.com)