



## John Till, Founding Director, thinkingplace

As Founding Director of thinkingplace, John has directed the development of over 80 place brands across the UK over the last 17 years. He is active in promoting and implementing a best practice approach of creating a shared place story, widening place leadership and creating active collaborators as a key part of place's strategic promotion and development. He has led projects for places as diverse as Hampshire, Nottingham, Surrey, Harrogate, South Downs National Park, Doncaster, Wakefield, Lancashire, Staffordshire, Hemel Hempstead and all three UK Cities of Culture.

However, his career in place branding and marketing began in his university city of Hull where he was Chief Executive of Cityimage for 7 years, an organisation charged with transforming the image and reputation of the city region and during that time he established the Bondholder programme.

John is passionate about the need for places to focus on differentiation, authenticity and to celebrate the many assets and opportunities they have. He believes places are about people and their connection with their place and that the focus should be on creating outstanding experiences that attract residents, businesses, visitors and investment.

