

Lucy Aitken



Lucy Aitken is a writer, consultant and coach.

She has built up 25 years of experience reporting on the global advertising industry, most recently working as Head of Content at the Cannes Lions International Festival of Creativity. On stage at Cannes, she interviewed some of the most powerful chief marketing officers at some of the world's best loved brands, including Dove and Mattel.

Lucy has also worked at WARC and Contagious, and was a commissioning editor at Campaign.

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