



TOOLBOX **mallcomm**[®]
MARKETING



ED COOKE

GLOBAL GROWTH DIRECTOR, TOOLBOX GROUP
SPEAKER BACKGROUND



BIOGRAPHY

Ed leads the continued strategic expansion of the of Toolbox Group's award-winning innovative technology and marketing brands; Toolbox Marketing and Mallcomm. Within his role, Ed sits on the Toolbox Group Board and continues the Group's commitment to innovation, diversification and growth.

The combination of Toolbox Group's and Ed's experience and knowledge within the real estate sector provides extensive expertise. With Toolbox Group's award-winning technology Mallcomm, being used globally in 250,000+ users at 300+ locations in over 22 countries across 64.3 million square feet of real estate, Ed can provide valuable insight into global trends, best practices and how technology can transform the efficiency of real estate by seamlessly improving communication, operations and B2B and B2C engagement. Alongside technology, Ed and Toolbox Group's expertise in placemaking aids real estate and mixed-used establishments to build communities within their physical environments. Providing strategies to encourage loyalty, longevity and ROI.

Formerly the Chief Executive of Revo, the organisation representing the UK retail property and placemaking sector, leading its transformation from the British Council of Shopping Centres (BCSC) to Revo, reaching out beyond retail to support the entire retail property and placemaking sector. Before this, he was Director of Policy and Public Affairs at BCSC, responsible for the organisation's public policy, government engagement and research programmes. Ed has also been a lobbyist for retail body, the BRC, and before that worked in the UK Civil Service, advising Ministers.

Ed is a regular contributor to the public policy debate through his work on the Future High Streets Forum and other government groups. He is the organisations' main media spokesperson and has given evidence to various Parliamentary Select Committees on the future of retail and retail places, and presented at numerous conferences, including MIPIM and MAPIC.

Ed studied at the University of Leeds and then received an MSc in Public Policy from UCL and an MBA from Cass Business School. He is a Fellow of the Royal Society for the Arts (FRSA) and a Fellow of the Institute of Corporate Responsibility and Sustainability (FICRS).

DISCUSSION TOPICS

- Future of urban centres
- Future of retail
- The effect of Covid-19 on real estate
- How Covid-19 will effect office utilisation going forward
- Role of proptech in placemaking
- Politics
- Sustainability
- Real estate market perspective

SPEAKING EXPERIENCE

- [Revo On Air Podcast, 2020 \(episodes 1,2 and 6\)](#)
- [BBC News Interview, June 2018](#)
- [Interview with Andrew Pierce LBC, August 2018](#)
- [Futureproofing. But do we know what for with Peter Cowgill, September 2018](#)
- [Interview with Andrew Pierce LBC, July 2018](#)
- [The Importance of diversity. Revo, Liverpool, 2017](#)
- [Property Week - Five minutes with Ed Cooke, February 2017](#)

**RADIO
PRESENTER**

TV

**YOUTUBE
HOST/FACILITATOR**

PANEL

**KEY SPEAKER
LIVE SOCIAL MEDIA**

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