

Kim Walker

Chief Executive - SILVER

Speaker and Advisor on 50+ Marketing



Professional Experience

- Based in Singapore, Kim Walker is the leading authority on marketing to the senior consumer
- he is the founder and CEO of SILVER, Asia Pacific's first business and marketing consultancy focused on the opportunities presented by the exploding 50+ demographic
- with over 30 years of marketing communications experience, Kim has held senior management roles across Asia Pacific and the USA, including Singapore, Hong Kong, Tokyo and New York
- most recently held the position of Asia President and CEO for a leading global advertising network
- Kim is a respected leader in his field with a strong track record of success in corporate and entrepreneurial start-up environments and is a practical, creative, hands-on businessman

Engagements and media

- Kim is an entertaining and persuasive speaker who has delivered keynote speeches for companies, conferences and associations from Atlanta to Delhi and Tokyo to Manila
- he brings his business acumen and experience to help companies access the opportunities presented by the aging societies, a phenomenon referred to by the United Nations *World Populations Aging Report* (2007) as being "unprecedented, a process without parallel in the history of humanity"
- armed with unique research into attitudes, behaviour, lifestyle and media habits of mature consumers relative to younger cohorts, Kim's topics can range from broad understanding of this consumer and their uniqueness, to specific country and industry insights and learning from other markets.
- Topics for presentation include:
 - An antidote for tough times. A neglected high value/low competition market.
 - There's gold in silver. Why the mature consumer presents such an opportunity.
 - Understanding the mature consumer in your market/your industry
 - How businesses are cashing-in on aging populations
 - How to/how not to leverage the mature market
- supported by the Silver3D™ research database and other unique research, Kim tailors his presentations and the content of his discussions relating to mature markets for almost any industry or geography

Kim Walker - Personal information and work experience

- 2008 – founded SILVER, headquartered in Singapore
- 2005-2008 – Asia President and CEO M&C Saatchi based in Singapore
- 2000 –2004 – COO Carat Asia Pacific, President Isobar Asia Pacific and Executive Director of Aegis Media, based initially in Tokyo then in Singapore
- known for pioneering business categories - each business he started were ‘first movers’ and in Japan was bestowed the “Global Media Innovator” award by Advertising Age Global magazine in 2000
- launched three of his own, highly successful ventures based respectively in Tokyo, London and Singapore
- Served as Chairman of the Hong Kong 4A's advertising association and sat on the 4A's international committee in New York
- Managing Director of Bates in Hong Kong, then the largest agency in the territory, appointed as the youngest ad agency head at the age of 27
- Kim is an adventurer, traveler, pilot, father, accomplished songwriter and philanthropist
- Kim left home to fend for himself from the age of 16, left his native Australia in 1979 and has since built his reputation and become a high achiever