



Philip Cooke

Curriculum Vitae

Philip Cooke is Managing Director of The Destination Marketing Group, a marketing, public relations and international representation company based in Gloucestershire.

Philip has an MBA in International Tourism Management, a Diploma in Journalism and Feature Writing from the London School of Journalism and he has completed the Executive Scholar Programme at the Kellogg Management School, Northwestern University, Illinois.

The Destination Marketing Group was founded in 2000 and it is a successful tourism, urban renewal and corporate marketing consultancy with clients in the UK, North America, Peru, Chile and India.

Skills include business development, copywriting, feature writing, journalism, market research, marketing strategy, international representation, project management and public relations.

Education History:

2007	Diploma in Journalism and Feature Writing (Distinction) The London School of Journalism
1996	Master of Business Administration (International Tourism Management) Bournemouth University
1993	International Executive Scholar Programme (Consumer Marketing) The Kellogg Graduate Management School, Northwestern University, Illinois
1976	Post Graduate Diploma in Business Studies (Leisure Management) North London Business School
1971	Certificate of Education (Physical Education) St Luke's College, Exeter University

Employment History:

Jan 2000 on	Managing Director, The Destination Marketing Group
1997 – 1999	Director of Tourism and Marketing, Gloucester City Council
1984 – 1997	Chief Leisure and Tourism Officer, Gloucester City Council
1983 – 1984	General Manager, West Midlands Tennis and Racquets Centre Ltd
1981 – 1983	Deputy Director, Bisham Abbey National Sports Centre, Marlow
1977 – 1981	Leisure Management posts with Mid Sussex and Crawley Borough Councils
1971 – 1975	Head of Physical Education at St. Andrews School and Eastbourne G.S.

Other Achievements:

- Winner of the 1991 Prize for Public Management Leadership (for work in tourism)
- Published works include 'The Branding of Historic Cities and 'The BID Apple' (New York)
- External Examiner in International Tourism (London, Oxford Brooks and UWIC Universities)
- Sport: Played for Harlequins 1st XV in 1978/9 and awarded 3rd Dan in Aikido in 2011



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