



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 30: Backing a marketer to think bigger



Liveryman Karl Weaver, recipient of The Marketors' Trust bursary at Saïd Business School.

The Marketors have long believed that the best way to strengthen marketing is to invest in the people who practise it. In 2016, that belief took one of them to Oxford. The Trust's bursary at Saïd Business School helped Liveryman Karl Weaver take up a place at one of the world's leading business schools.

Oxford's Saïd Business School is known for setting business skills against the largest questions of the day: leadership, responsibility, and the role of enterprise in a changing world. The three-week OAMLP course there is a chance to step back and view marketing in a wider leadership frame: how it connects to strategy, to organisations, and to the societal problems most worth solving.

A bursary of this kind is a quiet but deliberate act. Study at that level can be beyond the reach of many, and the Trust's support removes a barrier that might otherwise decide who gets to learn and to lead. It is the same instinct that runs through all of the Trust's education work, from an endowed chair in the 1980s to scholarships and theses prizes today, backing talent, opening doors, and giving people new skills to take back to their profession.



Karl Weaver today

The return on a gift like this is not measured in a single year but shows up over a career. Karl Weaver has spent more than 30 years in marketing, data and business transformation. Earlier in his career he co-founded and scaled the marketing effectiveness consultancy Data2Decisions before its sale to Dentsu in 2012. He has since held senior roles at Dentsu and Publicis, leading teams through growth and change. Today, he is Managing Partner at Yonder Consulting and a board advisor. He is also a co-founder of unbAIsed, which helps organisations use AI ethically, in its words, “to create value for all without creating harm for some.”

It is exactly the kind of contribution the Trust hopes its support helps make possible. That is what the Marketors set out to do when they fund education: not simply to teach marketing, but to grow the people who will shape what it becomes. Fifty years of giving, in the belief that good marketing can be a genuine force for good.

Website: www.marketors.org

How to give

Every gift, at whatever level, helps secure the Trust’s grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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