

Phil Andrews (FIDM) Profile



Phil is a highly experienced Chairman with strong commercial skills and experience. He has spent 35 years since graduating in Business Studies working in and running a variety of Marketing Services Businesses, through which he has gained a great deal of first-hand experience in a spectrum of small to large companies. He is a Fellow of the Institute of Direct and Digital Marketing, his background is one of a career Direct Marketer who founded and built one of the most successful independent Direct Digital Agencies in the UK, Partners Andrews Aldridge. In 2008 the agency was sold to Engine Group, where the business continued to thrive 20 years after its foundation. Post Engine, Phil has developed a portfolio career, successfully advising and consulting several businesses in a range of sectors from Digital, Data, Direct, Content and Experiential.

Current:

Chairman, PSA Partners LLP. Since January 2012; Providing Management Consultancy services to Advertising, Marketing, Media and Data Science businesses, Non-Execs and Advisory work.

Investor Director (Non Executive), Query Click Ltd. Since September 2020; Investor Director on behalf of Arch Angel Investors in this Data Analytics business. An SEO agency pivoting to a SAAS business revolutionising Digital Attribution.

Non-Executive Director, Future Platforms Ltd. Since May 2019; Advising Owner on 3 year plans, found and put in place new CEO, now coaching/supporting CEO and leadership team and overseeing Finance. Preparing business for future sale.

Chairman, Ocapo Ltd. e-Prospects Group. Since January 2019; Overseeing business strategy, general management and supervision of all activities to turnaround this Advertising lead generation business on behalf of Venture Debt provider Boost &Co.

Non-Executive Chairman, The Inside Agency Ltd. Since 2015; The Inside Agency supplies bespoke agency teams to sit in-house to create, run and enhance client's marketing programmes. The model provides for Interims, Consultancy and permanently implanted teams.

Previous:

Non-Executive Chairman, Trigger Social Ltd. March 2018 -December 2020; Advisor to the board of growing Content Creation Tech Platform business. Phil is provided advice to the board and founders to drive the next stage of growth, development and funding.

Board Advisor, Live Union Ltd. 2017- March 2020; Advisor to the board of small Corporate Events agency. Phil is helped the founders take the business through the next stages of its development which included building a Sales & Marketing programme and development of a virtual platform.

Non-Executive Director, Join the Dots (Research) Ltd. April 2018-June 2019; Independent Non-Exec advising the board of this top Multinational Research Agency. Governance, strategy and M&A advice. Advising the Agency through a successful trade sale, which came early in the cycle.

Non-Executive Chairman, Ignition D4 Ltd. 2017-2019; D4 is a Data Directed Marketing agency which delivers the next generation of data driven marketing to make brand conversations more relevant and individual. It uses AI to deliver insight and execution across all channels in real time. Phil was instrumental as Chairman, in directing the business strategy as this venture took shape.

Non-Executive Chairman, Hangar Seven Ltd. 2012-2017; Non-Exec Chairman & Investor Director of Content Creation company Hangar Seven on behalf of Catapult Venture Managers Ltd; At Hangar Seven Phil oversaw several acquisitions and mergers as well as helping the company reposition itself from pure production into content creation. He mentored the board and provided on going advice to the company across a range of issues, helping it turnaround from loss to sustainable profit in excess of £1.5m. The business had a successful exit in March 2017 which yielded an excellent return on the initial VC investment.

CRM Consultant – SSE PLC. 2013-2016; Setting CRM strategy, Advising the board on CRM development, orchestrating Agency review, advising on development of CRM Department. Providing interim leadership of CRM function, monitoring and overseeing implementation of CRM Strategy.

Accredited coach for the Government's Business Growth Service 2013-2016.

Non-Exec Chairman, Film Tree Entertainment 2012-2017; a branded entertainment company dealing in rights to film and tv content.

Group Chief Operating Officer of Engine UK. 2010-2012; The UK's leading independent Marketing Services Group with 10 companies and over 700 employees. Phil took this role on whilst he continued to oversee the agency he founded and then sold to Engine Group – Partners Andrews Aldridge Ltd. During Phil's time at Engine, as well as being responsible for group operations in the UK including all commercial matters, he sat on the group board, merged 3 other group companies and sat as a non-executive director in group companies that included Data, Consumer PR and Events.

Founding Partner & CEO, Partners Andrews Aldridge Ltd. 1998-2012; Leading UK direct/digital agency. From being 2 people on day one, Phil lead and grew the agency to over 100 employees making ebitda of £2.5m. Under Phil's leadership, the agency won Campaign and Marketing's 'Agency of the year' several times, hundreds of Creative awards and IPA effectiveness awards. Phil not only ran and lead the business, but was strategic adviser to its many clients over the years including,

Lloyds Bank, Rolls-Royce, Bupa, Santander, BMW, Weslyan, Pearl Assurance / AMP, Lexus, Vodafone. Partners was one of the longest enduring brands in the Direct Digital Agency space, turning 20 last year. During his time as CEO of Partners, Phil acquired a competitor agency, DS-J which was merged into Partners. He also started the also highly successful data analytics business – Fuel. Then in 2008 he sold both the agencies to Engine Group.

E: phil@psapartners.uk.com

M: 07775657782

Berbury, Morella Close, Virginia Water, Surrey GU25 4AT.