Gavin W H Anderson

**PERSONAL INFORMATION**

I am an experienced marketer and business professional with over 30 years experience, having previously held positions at EMEA director level for FutureBrand (Part of McCann World Group), Global Head of Technology for John Ryan international and Global Head of communication for Hillhammer International.

Recent contracts include Digital and Strategy director for a specialist Automotive agency delivering digital engagement to live motor racing for Dunlop, Digital customer engagement strategy and set up for Mercedes-Benz Cars UK, Digital Strategy for Whirlpool campaigns (including AR app for sales support). Currently completed a digital marketing transformation for a UK University delivery +29% intake in a -4% market, helped Yamaha Music move into the digital space with popups, live streaming and social strategy, finally finishing a consultancy at an award winning B2B automotive agency and this thinking this year is included in Madrid IE degree course on the IoT in module one "understanding Ai, ML and deep learning". Currently Digital Strategy Director at Prospect Design (Service design company), Head of Strategy @ Tribe First a crowd funding agency, Founder of N2Collective a virtual agency.

**Personal Skills:**

* Strategic planning
* Multi Channel marketing including strategy and delivery
* Design Thinking practitioner for problem solving
* Business strategy: I started my own start up 8 years ago which is now debt free and industry leading.

**CAREER & EDUCATION HISTORY**

Strategic Director - <http://www.prospect.eu/> started 2006 as “Associate” and work part time with them as Digital Strategy Director (Current Role)

Head Gosheven - <https://www.tribefirst.co.uk/> Strategic advice to start ups helping them be ready for crowd funding or fund raising (Current Role)

Funder -N2 Collective - - <https://www.n2collective.com/> (Current Role)

Strategic Director – Graymatter - [www.graymatter.co.uk](http://www.graymatter.co.uk) Initially FT then 2 days a week 2014-2019

Founder and Share Holder - <https://www.nowbaby.co.uk/> (Current shareholder)

Director of Communications - Hillhammer – Managing investor relations for <https://www.cvc.com/> 3 days a week 2009 - 2015

Media and Technology Director - <https://www.exience.co.uk/> Project based 2010 – 2014

Managing Director Digital - <https://www.futurebrand.com/> 1999 – 2002 Full time role EMEA

Head of Global Technology - <http://www.johnryan.com/> 1997 – 1999 Full time role EMEA