



MEET NIGEL

VIDEO TRANSCRIPT

My name is Nigel Gilbert. I'm the offering lead for marketing operations.

As an offering lead, my role is to compile, assess, and articulate what our best possible market-facing offering is, to ensure that we are not only competitive but differentiated and innovative and very much at the forefront of the market for our service capabilities inside of the marketing domain.

To me, innovation is having the bravery, the confidence, the wherewithal to try things differently, to really try to not necessarily stand out, but to drive growth and to not be afraid.

Yes, there are numerous ways we can help clients push their marketing forward. But I think the most important first step and almost always where it needs to start is based around their data and technology capabilities infrastructure and opportunity.

So, we are living in a digital-first world now. Digital-first world in terms of activation relies on data and technology capabilities. So, that's where we start, and then we build from there.

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