



ROB
GRAY

Speaker
Profile

SQUAD

Rob is a co-founder of Squad, a business consultancy meets creative agency where he is the Managing/ Strategy Partner. Over the last decade Squad's clients have included: Brother, Environment Agency, Eurocamp, Halewood International, Hansgrohe, Information Commissioner's Office, JW Lees, ZSL London Zoo, Martin Moore, Office of Fair Trading, PZ Cussons, Sanger Institute, Tebay Services and Umbro. Rob writes frequently for the marketing press and delivers keynote addresses, workshops and talks for a range of events on topics such as:

- Brands & branding;
- Marketing & communications;
- Innovation;
- Strategic & creative thinking;
- Building creative businesses.

Past speaking engagements include:

Chartered Institute of Marketing annual conference

How brands can be a culture for innovation and growth

This interactive talk showed how brands can be used as a catalyst for innovation and growth. Examples of brands taking on market leaders by being thought leaders were shared. Delegates were given the opportunity to find their own thought leadership positions and explore how to embed them in their organisations.

Family Business United annual conference

What should family mean to a brand?

Family means a lot to family businesses, but what does it mean to customers? This keynote address explored the role family plays when building the brands of these businesses. It was delivered alongside the CEO of a client and used a case study of the Westmorland Family to bring the story to life.

Arts Marketing Association dinner

Building brands inside-out

Brands used to be built from the outside-in. Many of the new generation brands achieving world domination are built in a fundamentally different way — from the inside-out. This talk shared the approaches these brands are using and was designed to stimulate discussion amongst a select group of arts organisation leaders.

Direct Marketing Association DataFest event

How brands got on the P&L

Part of a programme of content that explored the concept of valuing data as a business asset. This talk covered the history of brands, how they became a valuable business asset, and what data professionals can learn from this.

Previous articles include:

Campaign

Why brands need narratives not onions

An extract of a Squad POV piece entitled 'A purpose or essence won't build a brand. Telling a good story will.'

[Read Campaign article¹](#)

[Read Squad POV²](#)

Campaign

The end of blockbuster marketing and the new mindset of growth hacking

An extract of a Squad POV piece entitled 'Build a marketing culture, not a department.'

[Read Campaign article³](#)

[Read Squad POV⁴](#)

Squad POV

Using your people to build a great brand

[Read here⁵](#)

¹ www.campaignlive.co.uk/article/why-brands-need-narratives-not-onions/1349938

² www.squad.co/point-of-view-edition-1-positioning/

³ <https://www.campaignlive.co.uk/article/end-blockbuster-marketing-new-mindset-growth-hacking/1406701>

⁴ www.squad.co/pov-build-a-marketing-culture-not-a-department/

⁵ www.squad.co/using-your-people-to-build-a-great-brand/

Testimonials

"Rob delivered a fascinating keynote talk for our 2016 conference at the British Library. He brought one of his clients to speak alongside, the CEO of a well-known family business. Their joint talk was a brilliant and engaging format. It allowed delegates to hear both sides of the story and get valuable perspectives on the business issues and how they solved them. Rob really knows his stuff and we've had lots of positive feedback from our delegates. I'd heartily recommend Rob to anyone looking for an expert speaker who can really hold the audience's attention."

Paul Andrews, Family Business United

"Rob was a professional and insightful speaker at our dinner party in Manchester. He encouraged discussion at this intimate event and gave an interesting agency-side perspective on brand."

Verity Sanderson, Arts Marketing Association

"At our conference Rob's workshop was one of the most well attended and a real crowd puller. His session was aimed at senior marketers and the topic of brand and innovation certainly resonated with them. We wanted the day to be really interactive, which Rob achieved brilliantly using his format of short talks interspersed with group tasks. He got them thinking and helped them apply his ideas to their organisations, which meant our delegates left with practical takeouts. Rob clearly knows his subject and I'd certainly recommend him to others."

Diane Earles, Chartered Institute of Marketing



Profile

As a student, Rob pursued an early interest in design and spent his holidays working at the renowned creative consultancy, The Chase. Unfortunately, he wasn't very good at drawing—as his art teacher made plain. Luckily, he found his way onto a graduate training scheme at TBWA\, which provided the opportunity to think creatively about business, without having to draw. He became the lead strategist on global brands and won two IPA Awards, before joining a startup strategic consultancy where he consulted for clients including Royal Mail, Sage and Asda.

Rob's affinity for both business and creativity led him to co-found Squad. He believes that design and communication have tremendous power when embraced in the boardroom and used throughout organisations. This belief has shaped his career at the intersection of strategy and creativity. Rob helps clients develop incisive strategies and then works with creatives of all disciplines to turn thinking into reality.

Outside of work, Rob has built a Scandinavian-inspired house in the Peak District, where he loves running and walking in the hills, before rehydrating in his local. He's still trying to convince one of his three children to support Preston North End.



SQUAL

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