

ROB GRAY

Expert practitioner, speaker and writer on positioning

Taking a position within a frenetic world is more challenging and critical than ever before. For nearly two decades Rob has helped to create positions for leading organisations and brands. He writes frequently for the industry press and delivers keynote addresses, workshops and talks for a range of events. His topics include:

- The origins and history of positioning
- Why a position is so critical to modern organisations and brands
- How to unearth potent positions
- The best ways to define and articulate a position
- The importance of uniting strategy and creativity
- How best to implement a position in the modern world
- The stories behind Squad's work on leading brands

Rob started his career with the international advertising agency TBWA\ before joining a breakaway strategic consultancy. In 2008 he became a co-founder of Squad, a brand-building firm that specialises in position, where he is Strategy Partner. Rob's helped many leading brands orientate around strong positions, and has worked for clients including: Asda, Brother, Environment Agency, Eurocamp, Hansgrohe, Henkel, Information Commissioner's Office, JW Lees, Royal Mail, Schwans, Sage, Tebay Services and Umbro.



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Rob delivered a fascinating keynote talk for our 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.

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Paul Andrews
Family Business United



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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.

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Verity Sanderson
Arts Marketing Association



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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. Rob clearly knows his subject and I'd certainly recommend him to others.

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Diane Earles
Chartered Institute of Marketing

