

# ROB GRAY

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## Expert practitioner, speaker and writer on powerful brand positions

For nearly two decades Rob has helped to create positions for leading brands. He started his career with the international advertising agency TBWA. In 2008 he co-founded Squad, the brand-building firm that specialises in position. Over the last decade Squad's clients have included: Brother, Environment Agency, Eurocamp, Information Commissioner's Office, JW Lees, ZSL London Zoo, Sanger Institute, Tebay Services and Umbro.

The business has developed a unique culture and approach to finding, taking and sustaining positions. This is born of their work with high growth scale-ups through to established global brands. It has been validated by their studies of the best performing brands catalogued in the likes of the Sunday Times Top Track 250 and researched by leading global institutions. Rob writes frequently for the industry press and delivers keynote addresses, workshops and talks for a range of events. His topics include:

- Why positions are so powerful and how they create unstoppable momentum
- The unique approach Squad have developed, fusing strategy and creativity
- Finding and articulating positions, including tools and techniques for doing so
- Implementing positions across branding, culture, experiences and communications
- Inspiring, real-life position stories from Squad's work with leading brands



"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



"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



"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

