



# ROB GRAY

Speaker Profile

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## Harnessing brands as catalysts for growth

**Rob Gray is a brand expert and agency founder. He's a powerful advocate for elevating brands to the heart of business strategy. Doing so turns brands into accelerants for growth. They become visions for people to rally around. They attract talent and inspire innovation. They draw customers and fuel word-of-mouth.**

Rob's power is connecting the creative skills needed to build brands with strategic thinking in the boardroom. This roots design and advertising in the business's vision. It aligns everything the brand says and does. And it sparks ideas to exploit growth opportunities.

Rob has spent over twenty years building brands from boardrooms, working with organisations large and small, global and local. He worked as a strategist in one of the world's top advertising agencies before co-founding the brand agency Squad, winning prestigious awards along the way.

Rob's clear, no-nonsense approach enlightens and inspires audiences on a subject that can be laden with jargon. Drawing on his work, methods and insights, Rob shows how to plug creativity into business strategy and harness brands as catalysts for growth.

### Topics

- How the world's strongest brands are built inside-out from the boardroom.
- The four essential questions that business and brand strategy must answer.
- The secrets to bridging the gap between strategic thinking and creative execution.
- Inspiring, behind-the-scenes examples from Rob's work with corporate and challenger brands.
- Practical tools and techniques from Squad's Combustion method for building 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."



**Manchester  
Metropolitan  
University**



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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 marketeers 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



**Contact**  
rob@squad.co  
0161 228 2283

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LinkedIn: [linkedin.com/in/littlegraycells](https://www.linkedin.com/in/littlegraycells)  
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