

EUROPEAN TECHNOLOGY SUMMIT



Rob Urquhart
Director
Manifesto

Rob is a Director of Manifesto, the Growth Architects. Manifesto are strategic consultants who get stuff done. They help clients to build better propositions and experiences for their customers that deliver growth.

He has supported a variety of large and small businesses in defining, prioritising and executing customer led transformations that capitalise on the opportunities presented through Digital and Data. He is experienced in the practicalities of delivering tangible value to maintain traction throughout an organisation around a transformative vision.

Rob is presently working extensively within the Media & Entertainment sector helping several UK, European and Global organisations to navigate the rapidly changing customer dynamics and economics of this industry. Rob is also well versed in how Digital is transforming the Utilities, Insurance, Telco, Retail, Creative, Pharmaceuticals and B2B industries. He previously held senior Digital positions within Accenture and Ogilvy and was formerly a member of WPP's Digital Council.

www.dlapipertechsummit.eu