

# EUROPEAN TECHNOLOGY SUMMIT



**Russell Gould**  
Chief Executive Officer  
*BlueZest*

Russell is Chief Executive Officer of BlueZest, the digital mortgage company.

A digital leader with over twenty years of experience initiating and driving business growth and digital solutions for some of the UKs largest brands, including Airtours, MyTravel, Thomas Cook, Norwich Union, John Charcol, Bradford and Bingley, HomeServe and Everline, Russell has extensive experience across the full product life-cycle and e-commerce model.

He started his career with ANZ Bank in New Zealand and more recently has been leading the evolution of business, and now, mortgage lending in the 'Fintech' arena. Russell's passion for a challenge spills over to his personal life, where he is an active mentor for digital start-ups and recently won Bronze representing England at the Touch Rugby World Cup in Australia.

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