

THE FUTURE OF ADVERTISING... IN ONE AFTERNOON SPEAKER BIOGRAPHIES: Part 2



THE FUTURE OF ADVERTISING...IN ONE AFTERNOON (BAFTA, 19 February 2014)
brings you the best and newest thinking on how to engage with consumers in 2014.



NIGEL WALLEY

Managing Director, Decipher

TV & THE WEB COLLIDE

Nigel is Managing Director of Decipher the media strategy consultancy, and Chairman of the Decipher Group of companies, which includes iBurbia Studios, the interactive media research lab. Founded in 1998, Decipher works with large advertisers and with media companies to understand the commercial implications of new consumer technologies

Nigel is a marketer at heart, but with an intuitive sense of the potential of digital technologies. His particular focus is the evolution of commercial advertising models in media markets affected by the advent of new consumer technology.

Previously Marketing Director of the Internet Division of NTL, he holds an MBA from Cornell University in the USA. He is widely published in trade and national press and has appeared on the Today Programme, BBC Business Breakfast, The Money Programme and Bloomberg TV commenting on digital issues. He is a regular speaker at conferences organised by the UK trade body for TV advertising, Thinkbox.



DUNCAN SMITH

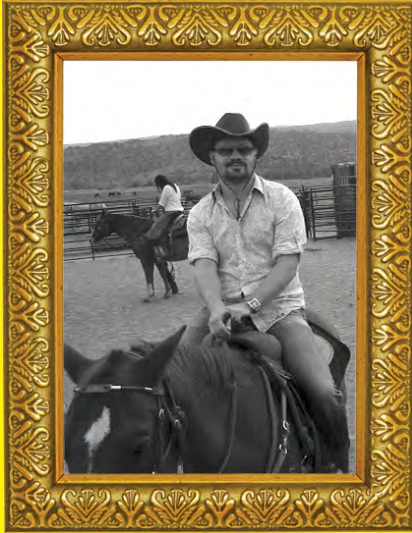
Managing Director, Mindlab

WHAT THE EYE DOESN'T SEE - THE POWER OF IMPLICIT TESTING

With a background in management and the life Sciences Duncan joined Mindlab in 2007.

A continued interest in the biological processes that cause human behaviour, allowed him to apply his knowledge to the management of people in a variety of environments.

Duncan is now Managing Director of Mindlab International where he integrates his passion for studying consumer motivations and behaviours with modern research techniques to bring heightened levels of insight to the marketing industry.



ANDREW BENT

Creative, Google

HERO, HYGIENE, HUB

Andrew has been answering creative briefs for 15 years. Initially animating, illustrating and storyboarding, working as a full-time character animator, then concepting and storyboarding Rich Media ads for TangoZebra. When TZ became part of Google and were given a new creative sales support role, Andrew jumped at the opportunity to focus on coming up with great, modern, advertising ideas and the privileged overview it gave him of how the whole digital creative industry developed.

He loves nailing the problem in question, but in a way that the client couldn't possibly have expected and devising a strategy which solves it in a uniquely creative way. He also loves asking the developer opposite him if the idea he's just come up with is possible!



DUAN EVANS

Executive Creative Director, AKQA

BEYOND THE CAMPAIGN

Duan Evans is a leading industry creative talent with over sixteen years experience. Since joining AKQA in 2000, he has worked across a diverse range of clients including Xbox, Nissan and Nike on projects that range from pure interface design (Xbox 360) to global brand activations (Nike 'The Chance') to local events powered through social media (Nissan LEAF 'Taxis').

In the process, he has won a multitude of international awards and helped build a passionate creative team that is focused on delivering world firsts through creativity and innovation.



TOMAS ROOPE

Founder, The Rumpus Room

THE CONTENT GARDENER

Creative Director and co-founder of The Rumpus Room, Tomas Roope has been a leading digital practitioner since 1994. In 1995, he co-founded Antirom, which was awarded 'The most Outstanding Contribution to Digital Culture' during Internet Week's Digital Archaeology 2010/11.

In 1999 Tom went on to co-found Tomato Interactive. He has taught at several universities, including the Royal College of Art, and has produced installations for a number of international exhibitions.

In 2012 Tom was presented the award of Honorary Royal Designer for Industry by the Royal Society of Arts.

The Rumpus Room was founded in 2007 to harness the power of people building experience together and align this activity with brand communication. The company has been recognized with some of the highest accolades, at D&AD, Cannes, the One Show, Brit Insurance Design of the Year and Campaign Media Awards.