

Andy Lark

Social Media and Digital Technologies Leader

Andy Lark is a globally recognised and awarded marketer and leader in social and digital technologies. For the past two decades, he has worked alongside CEOs and their leadership teams to define - and then attain - digital and brand greatness for their institutions.

During his career he has worked and lived in the majority of the world's major markets and developed a reputation as a highly creative executive, marketing turn-around specialist, entrepreneur and authority on social media. He is a prolific writer, blogger and speaker on marketing, technology and Web 2.0.

Andy is the chief marketing officer the Foxtel and Chair of Group Lark as well as Simple the Marketing Performance Platform. Prior to being appointed to Foxtel, he held the positions of chief marketing officer of New Zealand technology company Xero and Chief Marketing and Online Officer for Australia's leading financial institution, the Commonwealth Bank.

He previously held senior positions at Commonwealth Bank of Australia, Dell, LogLogic, Sun Microsystems, Nortel Networks and Fleishman-Hillard International.

Andy has spent more than 25 years across business-to-business and consumer sectors building successful businesses and leading award-winning marketing programs and teams for Fortune and Times 100 companies, global technology brands, start-ups and the world's hottest advertising and communications agencies. Andy drove the marketing strategies for Commonwealth Bank, Dell, and Emirates Team New Zealand during his tenure. For Commonwealth Bank, he and his team were responsible for the eWallet for smartphones and Facebook as well as the 'Can' Campaign, one of Australia's largest brand campaigns.

Andy, a Kiwi, is a passionate supporter of NZ and Australian entrepreneurs and he has won over 100 awards for work in building brands and creating online capabilities. His work was recognised with the NZ Government's prestigious World Class New Zealander Award, the Flying Kiwi Award for outstanding contribution to technology and the Facebook Studio Award for the Commbank Community seeds.

Andy leads Group Lark - a global consultancy driving brand and digital transformations for the



world's leading countries and enterprises. Group Lark helps great ideas flourish in a digital world - and great brands design their future there.

Andy's blog - *thedailylark* - is in the Top 100 ranked marketing blogs globally and his book *The Connected Customer* is being published worldwide. He is a regular columnist for *AdNews* and is also recognised as one of the most powerful influencers on Twitter and Linked-In.

Andy Lark is an internationally acclaimed keynote speaker. From industry conferences to internal events and team workshops, Andrew is relied on for his inspiring insights on technology and consumer trends.

Andy Lark speaks about:

- Marketing Myths & Mayhem
- Change or Die: The AI Transformation Imperative
- Creating Your Leadership Playbook
- Brand Matters and Brands Start with You
- Creating your Compass to navigate the Quantum Area
- The New/New in Travel & Tourism
- Creating customer experiences that matter
- Creating a culture of innovation
- Recession-proofing growth through CX & Marketing
- Solving the SaaS Services Equation

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