

Paul Andrews

**International Marketing Consultant at
Reloop40innovation**

Heidelberg, , DE

Is the cost of doing business, costing you new business?

Availability

Keynote, Panelist, Workshop

Industry Expertise

Advertising/Marketing, Computer Software, Business Services

Areas of Expertise

Marketing Innovation, Demand Generation, Brand Management, Image Development

Sample Talks

Generate profitable growth

Driving leads for sales is a top priority for any B2B company. By not having a demand-generation program in place to capture this audience, you're missing out on sales and possibly even teeing up prospects for your competitors. Many businesses get stuck halfway through the process of graduating from email marketing to demand generation because they don't understand the big picture, lose focus, and ultimately fall back on a less effective marketing strategy.

Event Appearances

Data Governance - why it matters to the business

Financial Technology Summit

How to maximise the business value of your enterprise data

IDC CEE Roadshow

Data Quality

Data Integration Summit

Education

Roehampton Institute of Education
Master of Education Education and Psychology

North Staffordshire Polytechnic
BA(Hons) Fine Arts & Art History

Chelsea School of Art
Master of Arts Fine Arts & Art History

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