



Andrew 'Sid' Salmon

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Andrew Salmon leads Digital Work's Optimisation and Delivery practice, covering Product, Project, Technology and Marketing disciplines. Dedicated to helping clients create, optimise, deliver and grow their digital environments for business benefit.

He is a [strategic business consultant](#), interim manager and digital expert, with deep practical experience and a track record of delivering meaningful digital transformation, turnaround and innovation programmes that drive revenue growth, increase profitability and enhance valuation multiples.

Andrew has business model experience (B2B, B2B2C, and B2C) across multiple industry sectors including financial services, FinTech, telecoms and digital media. In the UK, EMEA and North America.

From start-ups to complex enterprise environments (including PE-backed businesses), clients such as Allfunds Bank, MasterCard, Avast, Brighthouse and Travelodge have all significantly benefited from Andrew's capability to:

- Create compelling and practical business strategy.
- Define new customer-experience, product and proposition initiatives.
- Deliver commercially beneficial programmes and significant change initiatives, via strong stakeholder management skills, to turn strategy into execution success.
- Provide organisational leadership and team development. Including enhanced agility across functions.
- Quickly enhance the performance of sales, commercial and partnership management functions.

Andrew's skills and experience help businesses flourish in today's disruptive digital environment. Solving immediate pain-points, developing clear strategy and implementing integrated roadmaps for successful business change.

Bsc (Hons) Business Studies; DCIM.

Key achievements include:

- *Led an 'innovation to transformation' program for AllFunds. Planning and definition of the new 'membership proposition' - a segment-led subscription management offering, designed to sell value-added service 'bundles' to clients. Bringing a multi-million revenue benefit, it also changed the business to a 'wealth-tech' company to grow multiple for the PE owners.*
- *Led the strategy development process for Kalixa, a class leading fintech business, aimed at raising their exit valuation from £100m to a target £1bn in 5 years. Attaining significant growth investment and providing follow-on assistance in GTM strategy execution.*

"An exceptional leader, consultant and advisor who helped me shape my vision and strategy. He has a great leadership style, an intuitive and analytical mind, and a powerful presence." CEO, Kalixa



Andrew Salmon is part of a multi-disciplinary team of strategy, execution and growth experts.



Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



End-to-end or specific needs. Our team is structured to provide the exact skills you need



A 'think + do' approach. With expertise, methods and networks to rapidly deliver tangible business benefits



A collaborative, pragmatic, and flexible culture. Sharing insights and expertise to bring the best to our clients