



Gavin McLauchlan

Partner, Strategy, Leadership & Innovation

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Gavin is a partner in the Strategy, Leadership & Innovation practice, working extensively internationally as well as in the UK.

A strategic, creative and pragmatic thinker, Gavin has a proven track record of creating new ways of thinking, and doing, for diverse companies such as Nielsen, BT, the BBC, Sainsbury's, Boots, Asda and Media City. As well as holding senior positions in GfK, Microsoft, the BBC amongst others.

Gavin's wealth of experience spans customer insight, partnerships, business planning and forecasting, brand communications, digital strategy, product development and launches, TV technology, GTM strategy, digital marketing and marketing optimisation.

Gavin has a real drive and energy to make (good) things happen, as well as a real attention to detail to ensure that nothing falls by the wayside. He is always looking for smarter ways to achieve the end goal and is an advocate of using relevant data to inform all decisions.

Gavin helps businesses to rapidly achieve their business goals, and can help you with:

- Customer, company and brand insights
- Qualitative and quantitative market research
- Loyalty programmes
- Strategy, including board strategy sessions
- Digital and conventional marketing and optimisation
- Business planning and forecasting
- Go to Market strategy and approach
- Partnership planning and programmes
- "White Space" discovery
- Programme / stakeholder management

Gavin loves learning and is always doing something to improve his knowledge base, the last two years he has re-learned French which he used to be fluent in. He also loves skiing and rugby.

Key achievements include:

- The development and launch of BT Vision (now BT TV).
- Negotiated the partner deal and launched Consumer Wallet for GfK.
- Created and launched India's first IPTV service (NetTV), and delivered Du in Dubai.
- Persuaded Boots to share EPOS data for the first time.
- Ran the retail loyalty schemes for Sainsbury's, Boots and Asda.
- Delivered the strategy for Sports and User Generated Content for BT.

"Gavin ran the netTV project for me in New Delhi. The Indian Government had a desire to launch television, broadband and VOD services over the nascent broadband networks provided by MTNL and BSNL, the two telcos. Back then, it was called Triple Play services. We had many infrastructure challenges, but no matter what we threw at him, Gavin always found a way to deliver, coming up with solutions that suited the unique conditions here in India. We launched a cutting-edge service and had a great time doing so."

Abhishek Verma, Chairman Of The Board
Olialia World

"During his time with Nielsen Gavin always brought an energy to work, added value as a consultant and showed his flexibility to adapt to changing needs. It's been great to have him at Nielsen over the past couple of years."

James Oates, Consumer Intelligence Director,
Nielsen.



Gavin McLauchlan 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