Liam Carroll

Product Management

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Liam is a highly knowledgeable "hands-on" digital professional with over 18 years of experience established within the leadership teams of pioneering digital companies. A member of the Marketing Optimisation team, Liam brings expertise across e-commerce, digital media, web services and telecoms, helping clients develop new digital innovation environments and approaches.

Liam has been a vital part of the success stories of a number of high growth businesses – including both venture-backed start-ups and established high growth companies.

Key Achievements include:

- ✓ Management of AOL Europe's search business, a $170m profit centre, delivered via a pan European product & platform strategy
- ✓ Reporting to the CEO, delivered four new customer propositions for ASOS, via platform acquisitions, start-up investments and JV management & integration
- ✓ Key part of the team that launched Clearlybusiness, a £15m JV between Barclays & Freeserve

Liam specialises in:

- Business strategy & acceleration
- Product management
- Commercial development & M&A
- Entrepreneur & start-up mentorship
- Team formation and business transition
- Business & technology due diligence

Notable experience includes:

- Ecommerce – ASOS and Travelodge
- Digital media & web services - AOL Europe, ITV
- Telecoms - Freeserve, Orange
- Start-up's - Pixsta, Covetique, Seedcamp