



# Richard Andrew

## Managing Director, Asia

Richard oversees Blis' operations across the whole of Asia and is focused on managing the company's expansion, as well as propelling the sales and operations teams towards continuous profitable growth.

His role is aimed at developing existing partnerships to fully utilise the smart audience behavioural insights that Blis generates by tapping into its proprietary location-based data. Richard plans to introduce the firm's self-serve demand-side platform (DSP) and location-based intelligence to the market.

Prior to his appointment at Blis, Richard was the General Manger for Asia at Amobee, a global digital marketing technology company.

With over 14 year's industry experience across multiples geographies and having previously held senior positions at companies like Microsoft & Yahoo!, Richard is an accomplished digital marketer and brings across a wealth of knowledge in sales, ideation, strategy & planning through to execution.

Richard Andrew graduated from University of Surrey with a BSC in Business Computing.