

## Andy McCartney - BIO

### iMcCMarketing Founder and Chief Digital Consultant

Andy is a broadly experienced digital management consultant and marketing practitioner who has spent the last 25 years consulting and collaborating with hundreds of companies of all sizes in many vertical and horizontal markets in both Europe and North America. He has been the catalyst to many performance improvement initiatives and is an expert at identifying new ways to leverage tools, technologies and best practices for sales and marketing gain.



After graduating with a BA (Hons) in Systems Analysis from the University of West England, Andy started his career in the late 80s in the City of London as a software consultant. After a number of years delivering performance management systems around Europe he moved to New York to be a global product marketing manager for Information Builders. During the mid to late 90s he was a leader in the marketing and delivery of the very first online analytics systems, and has been involved with Internet based tools and technologies ever since. In 1999 he founded Webanalysis which was one of the first online SaaS survey tools that was able to benchmark ratings against other market segments.

For the last 10 years prior to founding iMcCMarketing Andy ran marketing for two B2B software companies and was VP of client services for 2 leading marketing services providers, establishing-executing-directing digital sales and marketing functions. He has an extensive knowledge of all marketing disciplines with a focus on digital technologies and practices relating to customer acquisition, retention, monetization, automation, modernization and analytics. Andy has spoken at dozens of conferences around the world, and is also closely involved with the British American Business network (BABC/BABG past president). He is a dual citizen of the US and UK, and is currently based in Atlanta, GA.

His specialties include:

- Digital strategy, assessments & roadmaps
- Marketing automation & modernization
- 1-1 email marketing & list growth techniques
- Multichannel mix, x-messaging, metrics/ROI
- PR & social networking planning/advocacy
- Analytics, segmentation & behavioral targeting
- Data management & CRM/SFO integration
- Online lead generation & customer acquisition
- eMarketing technologies, evaluation & selection
- Website design, conversion & traffic blueprints

"I've been fortunate in my career to have worked with some of the finest business leaders & practitioners in the world, & picked up a few nuggets along the way. I have a unique blend of experiences across many countries, industries, companies & technologies, & will always be looking to apply the best advice & skills to clients. Give me a call anytime to discuss your business opportunities & challenges, & to see if there is a fit for us to work together. My goal is to help you navigate the new digital waters, and to provide a business edge."

Sincerely,

