



## Andrew Lloyd Gordon

### [Marketing](#) Psychologist

Andrew is a leading [marketing](#) psychologist. He can deliver a range of speeches from short 'guest slots' to full presentations and keynotes.

### **About Andrew Lloyd Gordon**

After a spell in the military, Andrew studied psychology at The University of Liverpool. From there he went onto study Organisation Studies at Warwick Business School and has an MSc in Organisational and Business Psychology.

He came into [marketing](#) in mid-1996. This was at the height of the dot com boom when he helped design, launch, promote and manage a number of digital start-ups including – still his favourite all time project – jobs.ac.uk. He gained his marketing qualifications via distance learning (good old Open University). With perfect timing, he launched his own marketing agency in the summer of 1999 – just before the dot com crash!

Since 1999 he has had been pleased to work with a huge variety of organisations – B2B, B2C, large and small, public and private sector. He is also one of the trainers on Google's We Are Squared programme and is a member of their prestigious Digital Academy.

Here's a snapshot of the type of organisations he has worked successfully with: ??The Cabinet Office, Instron PLC, Mira, Hitachi, Scope, Hearst Magazines, PRMA Consulting, The British Red Cross, Reed Business Information, Dentsply, The Royal Academy of Engineering, Vodafone, Lloyds TSB, Avantigas, Dyson, Pepper Black Software, Aberdeen International Airport, Shelter, The University of Cambridge and many others in both the public and private sectors.

Andrew can deliver a range of speeches from short 'guest slots' to full presentations and keynotes. He has spoken at events ranging in size from 30 to 3000 delegates, across the UK and as far afield as the USA, the West Indies, the Middle East and much of Europe. You may have a specific issue you'd like him to present on. Alternatively, he has several highly popular key themes including:

- How Your Customers Really Think: The [Science](#) of Influence and Persuasion
- How to Successfully Innovate In Your Organisation
- Pricing For Profit: Applying The Psychology of Price
- Marketing That Grows Your Business

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