



## Timothy Armoo

**Founder and CEO of TikTok specialist agency, Fanbytes**

Timothy Armoo is the CEO of Fanbytes, named in the Forbes 30 Under 30 list for his achievements in Media and Marketing. “Timo” has been preaching the gospel about Gen Z marketing featuring in BBC, Forbes, Adweek, Business Insider and Tedx, as well as winning awards, including the Huffington Post Entrepreneur of the Year and most “Influential person in advertising” from the Evening Standard.

## Timothy's biography

### Timothy Armoo's background

One of the UK's leading exponents of social media marketing, Timothy Armoo was the founding CEO of the ground-breaking influencer marketing agency Fanbytes, where he is now Vice President Influencer. Named in the Forbes 30 Under 30 list for his achievements in [Media](#) and [Marketing](#). “Timo” has been preaching the gospel of Gen Z marketing featuring in BBC, Forbes, Adweek, Business Insider and Tedx, and winning awards, including the Huffington Post Entrepreneur of the Year and most “Influential person in advertising” from the Evening Standard.

From a young age Timo has been heavily influenced by business and [technology](#), starting his first company, Alpha Tutoring at 14 and his second EntrepreneurXpress at 17 which he sold 11 months later to Horizon Media.

In his second year at university studying Computer Science, Timothy started Fanbytes after seeing that marketing to Gen Z was broken. Using its Bytesights dataset of over 3 million influencers, Fanbytes specialises in TikTok, Instagram, YouTube and Snapchat and helps brands like Samsung, Deliveroo, McDonalds, Nike, Estée Lauder and H&M to win the hearts of Gen Z. Fanbytes became so successful that in 2022 it was bought by the global media agency Brainlabs.

Timo is an internationally renowned speaker on the topic of marketing, sharing the stage with Reed Hastings, CEO of Netflix and Ogilvy's Rory Sutherland, to name a few, as well as being a guest columnist for The Guardian, The Drum and Campaign Magazine. His expertise is in demand as a Keynote Speaker on Digital Transformation, Social Media and Diversity.

Timo has also used his influence for good, building the Fanbytes fund which invests and funds influencer campaigns for black businesses, aiming to erode the cycle of a lack of support and funding for black-owned businesses.

Timo's single mindedness is changing the way the marketing world views Gen Z. He has attracted a lot of attention with his candid thoughts on marketing, growing an audience of tens of thousands on LinkedIn.

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