



# CHRIS GOBBY

MANAGING DIRECTOR

LONDON

## quick facts

- Specializes in commercial performance improvement
- 15 years of sales and marketing experience
- Expert in data-driven sales and marketing, data analytics and digital transformation

Chris Gobby is a Managing Director with Alvarez & Marsal Private Equity Performance Improvement in London. He specializes in commercial performance improvement, both pre deal diligence and post deal implementation and interim commercial leadership. His main areas of concentration include sales force effectiveness, advertising and marketing optimization, CRM, e-Commerce, revenue management, organization design, technology enablers and digital transformation.

Recently, Mr. Gobby's projects have included designing a new digital operating model (including organization design and technology set-up) for a European media company; optimizing advertising effectiveness and developing a customer technology set-up for a leading U.K. financial services institution; and developing a data driven sales and marketing approach for a subscription-based business services company.

Mr. Gobby has worked across a range of industries, including telecommunications, media, technology, financial services, leisure and hospitality, business services, consumer and retail.

Prior to joining A&M, Mr. Gobby led big data monetization at EE, where he developed new data driven products to power advertising, e-Commerce and mobile marketing. His notable included Google, Facebook, London Olympics and Wembley Stadium.

Previously, Mr. Gobby served as Head of Mobile Marketing and Advertising with Orange, where he led the commercial development of mobile advertising. Before that, Mr. Gobby served in marketing analytics at Dunnhumby, where he developed targeted marketing and insight analytics for Tesco.