

Andrew Moss
Managing Consultant
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Andrew Moss is a seasoned strategist specialising in brand strategy, business innovation, communications and marketing strategy, working in roles requiring the discovery of fresh competitive insights and developing new opportunities. Andrew solves strategic business problems in innovative and creative ways.

For over 23 years Andrew has worked as a strategic planner for business owners, business leaders and marketers. In the past he has led the strategic thinking process for a diverse range of high profile brands and organisations. His advice has helped to launch successful start-ups, stimulated changes in social behaviour, and provided thinking that has re-energised some of Australia's and the world's biggest brands and multinational marketers. Andrew has direct international market knowledge and experience gained from working with clients based in Australia, New Zealand, UK, France, Germany, Italy, France and the US. Former client relationships have included adidas International, The Guardian, Diageo, CBA, Nestle, McDonald's, Aventis and General Motors Europe.

In advising clients, Andrew typically takes responsibility for understanding consumer (or other audience) needs – and to bring to life their demands and desires in order that a business may maximise its ability to be relevant and powerfully engage as a product, experience or in communications.

Andrew is passionate about innovative, differentiated, inspiring ideas as being the all-important platform that will go onto foster action amongst employees and customers. He believes that in an increasingly oversupplied world it is distinctive, ownable, focused and intelligently appropriated strategic ideas that are today's 'critical difference' that is delivering business success which leverage value and fuel growth.

Prior to working with LIW, Andrew was a former Head of Strategy at some of the most creatively renowned and internationally regarded advertising agencies based in London and Sydney including CDP (London), Lowe (London and Sydney), Campaign Palace (Sydney) and Leagas Delaney (London).

Andrew was educated at Nelson College, University of Canterbury in New Zealand and the University of Sydney Business School. Andrew has been awarded QPMR accreditation with Australian Market and Social Research Society (AMSRS) for qualitative and quantitative research expertise. Andrew's personal interests include all things family, various sporting interests, cinema and bush walking.

Mini bio

- Andrew is an experienced innovative thinker and strategist that foster action to deliver business transformation to strengthen business positions and enhance business value
- Andrew works with CEOs, boards, senior marketers and HR directors to develop inspiring strategic ideas and platforms

Qualifications

- University of Sydney Business School Master of Commerce in Innovation, Strategy, Psychology and Logistics
- Bachelor of Commerce in Business Administration, Marketing Strategy and Research, and Bachelor of Arts in Political Science
- QPMR accreditation with the Australian Market and Social Research Society (AMSRS)