



## Andrew Sibley

**Music-Loving Brand Builder**

**Current Position:**

Head of Brand and Awareness for Europe.

**What He Likes About His Job:**

The incredible variety, as the opportunities for branding change on an ongoing basis, with different challenges, priorities, and ways of doing things. He also enjoys the broad cross-section of people with whom he interacts.

**Recent Success:**

He heard about Musion, a 3D holographic projection technology, and brought it to the attention of the CDO. Subsequently, it was featured at the recent opening of the Globalisation Centre in Bangalore, the video of which has been viewed on YouTube nearly 400,000 times to date.

**Favorite Activity:**

Spending a disproportionate amount of his income on live music concerts. He is especially looking forward to seeing AC/DC this summer.

**During His “Gap Year”:**

He got a job at an industrial manufacturing company near Paris, at a time when he only spoke 3 words of French. There he learned about all different aspects of a company, from the factory floor to sales and marketing (and learned French).

**Philosophy Of Life:**

We are how we act. Respect the dignity of others, and help them.

**Surprising Facts:**

Used to sing in a rock band. Also used to play the female roles in pantomime theatre productions.

**What He’d Like To Do Next:**

Enjoy his upcoming milestone birthday.