



Andrew Coulter

VP Strategic accounts

Andrew is a seasoned media practitioner, passionate about delivering innovative marketing solutions for brands.

Andrew has broad international experience, working across traditional, digital and programmatic media. As a respected expert in ROI and transparency, Andrew has helped to develop innovative ways of valuing and auditing the media supply chain.

Prior to joining Blis, Andrew enjoyed a variety of roles within media, enjoying extensive experiences in publishing, research and technology including roles at WPP, IPG and ITV. Andrew's previous role was on the client side at Unilever, as a Global Media Director. Andrew was responsible for creating the best value and insights for brand budgets.

During his career Andrew has enjoyed working and living in countries such as the UK, South Africa, Switzerland and Ireland.

Outside of work Andrew can be found enjoying country life with his family, spending time with his son, gardening, coaching rugby and watching his favourite sports, Rugby, Football and Cricket.