



Greg Isbister

Founder & Chief Executive Officer

Greg is the Founder and CEO of Blis. He is a location data technology expert who has designed and engineered intelligent demand-side and data management platforms. Greg identified a market opportunity in 2004 to use mobile, wireless technology, and location intelligence as a way of accurately targeting audiences for digital advertisers – Blis emerged as a culmination of these opportunities.

In his role as CEO, Greg oversees Blis' global business. This includes the management of technical engineering, product strategy, financial management, talent acquisition and international market expansion. The company has expanded across EMEA and Asia-Pacific markets under his leadership and is currently entering the North American market.

Greg has steered the product development of several patented Blis inventions and has also served as a board member of the Mobile Marketing Association UK.

He spends time outside of the office with his family and tinkers with the newest tech devices whenever he gets the chance.

Greg holds a Bachelor of Science Degree in Applied Physics from Glasgow Caledonian University.