



## Ben Phillips

### VP, Strategic Accounts

Ben is responsible for managing and developing the global strategic accounts team at Blis, enhancing new products, services and solutions that solve challenges for brands & agencies.

During the past 16 years of his career, Ben has focussed purely on the mobile ecosystem, from creative platforms and technology through to creating mobile strategies for global brands and qualifying both in and out new ways of working.

Ben's extensive industry knowledge and experience has provided him with a clear understanding of the challenges faced by brands in today's rapidly changing world of advertising and marketing and with the ability to provide actionable solutions to meet the business objectives.

Ben joins Blis during a period of rapid growth for both the company and the industry and looks forward to contributing to the ongoing success of the company.