



# Andrew Darling

## Marketing Director, APAC

Andrew is responsible for Blis' global communications and PR activities, as well as marketing operations in APAC.

Andrew is a seasoned tech marketing and communications expert, Chair of the IAB SG Mobile Committee and former Telecoms, Media and Technology journalist. Highly experienced in PR, content and brand communications with particular expertise in mobile and media tech, Andrew has previously held senior and consultancy roles at TBG Digital, OpenMarket, MX Telecom and Mobile Interactive Group.

Andrew has more than 18 years' experience working with, and reporting on tech companies, digital agencies, media companies and Telcos all over the world. He has written for publications including The Times, FT, Marketing, New Media Age, Information Week, and 3GSM World Focus.

Outside of work, Andrew enjoys music, art, design and literature and the odd glass of Scotch.

He graduated with an honours degree in Philosophy and Economics from Southampton University. He also holds post graduate degrees in Journalism and Law.