



# Greg Isbister

## CEO

Greg is the Founder and CEO of Blis. He is a distinguished professional in the field of technology and business.

Greg identified a market opportunity in 2004 to use mobile, wireless technology and location intelligence as a way of accurately reaching 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.

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.

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