

Meet the panel

Gavin Coopey, Insight Director at More Strategic

Gavin is an experienced consultant and social researcher who has helped many teams develop strategic approaches to marketing communications, innovation and consumer-led culture change. As a specialist in Branding, consumer insight and Innovation strategy; his advice is based on a deep understanding of consumer insights generated from multiple market research projects. During a diverse career, Gavin worked in various Marketing and Communications roles in the UK and Australian not-for-profit sectors.