



Ipsos Strategy3

BUILD • GROW • COMPETE

Ideation Session

Focus on Activation

Translating recommendations into action that drives commercial impact is our only measure of success. Whether the final output is a communication strategy, an innovation to get into market, or a roadmap to change your category fundamentally, no project is ever complete if you're left asking, "So what do I do now?"

Everyone on our team has a background in turning an idea into reality, from line marketers for some of the world's most celebrated brands, to agency leaders, and start-up ingenues.

LEARN MORE: <http://www.ipsosstrategy3.com/approach/>



Ali Azeem

Associate Partner

Associate Partner, Ipsos Strategy3

Ali Azeem leads the Ipsos Strategy3 team out of the UK. As well as managing the business, he is passionate about keeping clients relevant in a rapidly evolving world. Ali is obsessed with understanding the impact of future trends and technology on people, and what this means for innovation and brand strategy. This mean you will often find him on the ground talking to customers, or with a client finding opportunities for disruptive growth.

Prior to Strategy3, Ali was Lead Inventor for ?What If! Innovation, as well as Managing Director for Aztec Ventures before that. He has over a decade of consulting expertise in strategy and innovation, leveraging his background in both corporate entrepreneurship and start-ups. Ali has led projects for the likes of Apple, LinkedIn and Barclays, and has helped launch and develop 10 new businesses, from fashion to FinTech. Ali has also worked across Ipsos exploring what the 'future of mobility' might look like.

Ali graduated from Cambridge University, where he read Mathematics and Computer Science. He was awarded Consultant of the Year by CIMA, and New Marketer of the Year by CIM. Outside of work, Ali likes to follow what's happening in politics – assuming his kids actually let him!



Freddie Burstow

Consultant

Consultant , Ipsos Strategy3, London

Freddie is a consultant in the London Office, working on projects across all of Strategy3's service offerings. Combining strategic analysis and insight, he helps clients innovate, better understand their customers, and build brands. At the heart of this is a desire to learn about his client's businesses, and support them in achieving their objectives.

Before joining Strategy 3, he was on the USA team at Brainlabs, a performance marketing agency based in London. His work focused on maximising client's return on their digital channels through data-led optimisation, strategic planning, and technology based solutions. Prior to this, Freddie worked as an EU Policy Assistant at the Birmingham representation in Brussels, providing partners with analysis and guidance on EU science and innovation policy and funding.

Freddie studied Philosophy, Politics and Economics at the University of Warwick, and in his free time he enjoys playing guitar, and is currently developing his jazz improvisation skills.