

Only Dead Fish

Neil Perkin – Author, Building the Agile Business and Founder, Only Dead Fish

Neil is a renowned blogger, writer and the founder of Only Dead Fish, a digital consultancy that specialises in applying strategic understanding of digital and emerging media technologies to help businesses optimise their effectiveness within the new, digital-empowered business environment.

Neil is the author of 'Building The Agile Business' (Kogan Page, April 2017) which provides an essential guide for leaders on achieving greater organisational agility and effective digital transformation. He is a regular keynote speaker across Europe on digital transformation and agile marketing and strategy, and has been named by BIMA (British Interactive Media Association) as one of the most influential people in the UK digital industry. He curates the global quarterly series of Firestarters thought leadership events on behalf of Google, is a keynote speaker on the Google Squared programme and has worked with market-leading global businesses including The Financial Times, BBC, Warner Bros, the UK Government, Unilever and YouTube. He is an associate of The Futures Agency, a collaboration of some of the world's leading forward thinkers and futurists, and is also the co-founder of the Fragg Twitter curation app.

<http://www.onlydeadfish.co.uk/>

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