



campaign

A List 2024



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Define your past year in three words.

Challenging, testing, taxing.

What brand will you be unable to live without in 2024?

It would have to be Apple.

Who or what lights up your life?

They know who they are and where they are!

You can bring back a TV show from the past – which one?

Only Fools and Horses, of course!

It's 2034 and AI is in charge. What are you pleased to see?

AI doing all the grunt work and humans doing the inspiring creativity.

If you were a TikTok star, what audience would you serve?

A minority, if they're watching me!

Cats or dogs?

Cats... although dogs come a very close second.

What is the one bit of work advice you use the most?

Only do what only you can do.

What is your work/life balance secret?

Making my work my hobby.

What is the first thing you do to tackle a business problem?

Immediately think back to a similar issue – a precedent – and see how it was solved then.

You are hiring the person who will one day have your job – what do they need to know?

They will only ever get out of it what they put into it.