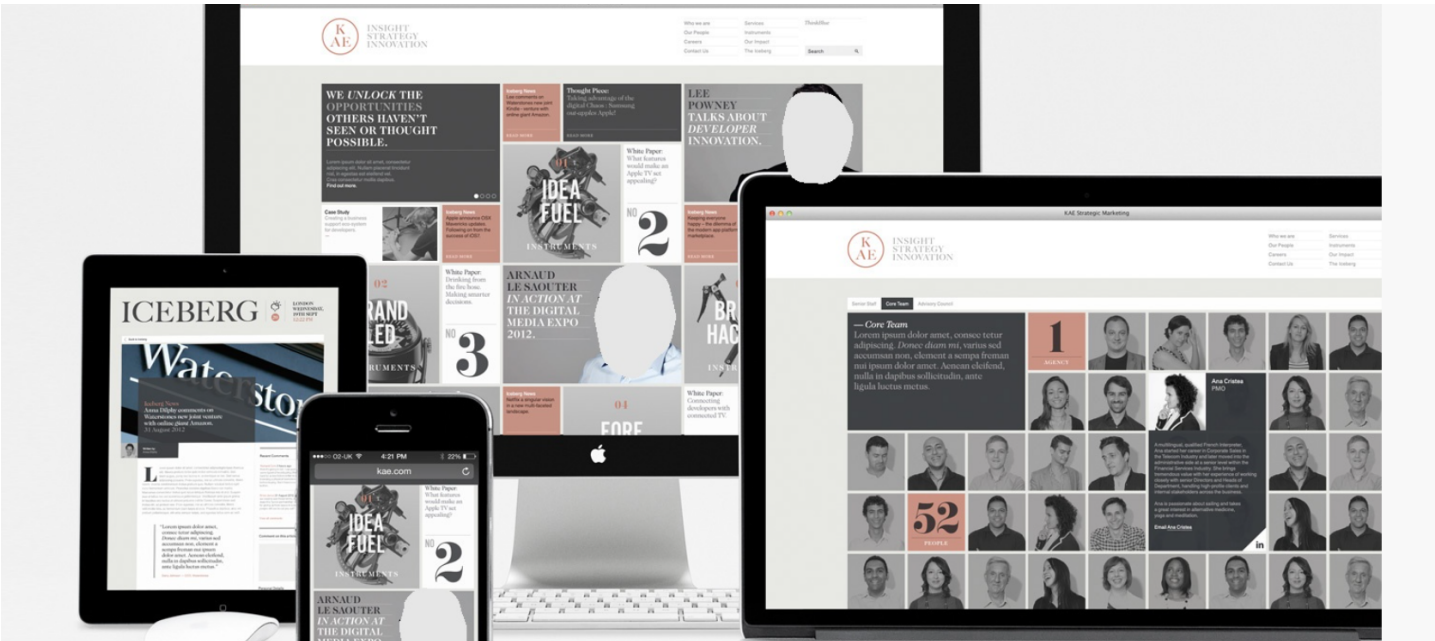










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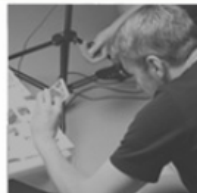
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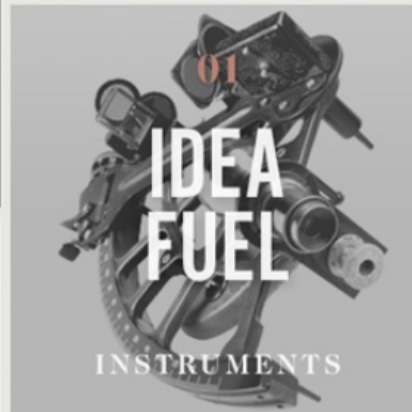
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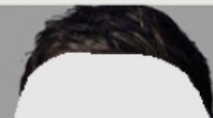
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DAVID RANKIN MANAGING DIRECTOR

Biography

David joined leading strategic marketing consultancy KAE in 1991. As managing director he is responsible for growing the business and supporting the heads of departments across marketing intelligence, market analysis and innovation.

David has a strong record in working with some of the leading brands in the financial services marketplace, including: Xxxx to help them bring new products and services to market.

David has also developed a series of approaches to measure, model and calculate the commercial potential of opportunities and the revenue impact of challenges on existing operations.

Expertise

- Demand Modelling
- Proposition Dev
- Revenue Projections
- Conjoint Analysis
- Perceptual Mapping
- Key Driver Analysis
- Emerging Trends

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