

Bob Gallagher

Creative & Brand Director

Contact details

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About me

Creative Director with extensive experience leading global brand and product creativity within the fintech, sport, entertainment and retail sectors. Proven track record in defining and evolving creative strategy across multiple markets, delivering impactful brand experiences and high-profile partnerships. Expert in building and scaling multidisciplinary teams, launching products end-to-end, and safeguarding brand integrity at a global level. Confident senior stakeholder partner, regularly presenting creative vision to C-suite leadership and aligning creativity with commercial objectives.

Core Strengths

- Creative & Brand Strategy
- Global Brand Leadership
- Product Launch & Go-to-Market
- Sponsorship & Partnerships
- Team Leadership & Mentorship
- Executive Stakeholder Management
- Multichannel Campaigns
- Emerging Technology & Innovation

Creative Director

Axi
December 2021 - Present

Lead the global creative direction across all brand and product touchpoints, driving the ongoing evolution of Axi's creative strategy to deliver consistency, innovation and measurable commercial impact across international markets.

Partner closely with the Head of Select and CCO to launch Axi Select, a flagship product that has become a category leader within the industry. Overseeing concept, positioning and full creative execution for marketing and UI.

Transformed a previously 'one size fits all' performance and brand-led creative approach into a unified global strategy, contributing to a 30% increase in newly traded clients.

Built and scaled a fully integrated global creative organisation from the ground up, managing marketing campaigns, podcasts, live events and product UI across teams based in the UK, Cyprus, Poland, Manila and Canada.

Oversee high-profile joint ventures with sponsorship partners Manchester City, Girona and Bahia. Delivering integrated creative solutions that strengthen brand equity, reach and engagement.

Build and maintain a centralised digital creative ecosystem, enabling seamless access to brand, creative and content assets for internal stakeholders and global partners.

Lead conceptual design for new and existing products whilst managing the end-to-end delivery of launch assets across all channels. Ensuring alignment with product, marketing and commercial goals.

Act as global Brand Guardian, safeguarding brand integrity, consistency and credibility across all markets and touchpoints.

Present creative vision, strategy and concepts to C-suite executives and senior leadership, aligning creative output with broader business objectives and growth priorities.

Head of Design

The Creative Place
April 2015 - December 2021

Hands on Head of Design to a team of 7 designers

Lead multichannel design projects from initial concepts through to completion

Work closely with internal teams for companies such as BBC, Bosch and Siemens on marketing and advertising campaigns

Lead pitches with account managers to help generate new business and build on existing relationships

Work with internal and external print and production teams to come up with new and exciting results

Regularly looking at new technologies to help innovative new ideas/solutions

Creative Manager

Gravity Matrix
May 2014 - April 2015

Responsible for creative work, conceptual ideas, briefing and quality control within a busy design studio

Managing a mixture of artworkers, designers and web designers

Creating sustainable advertising campaigns, marketing collateral, websites, motion graphics and exhibition stands

A key figure in creating and presenting pitches to blue chip clients

Organise, prepare and oversee client photoshoots

Tasked with keeping the creative team up-to-date with all new tech, trends and software

