Bob Gallagher

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Creative with over 20 years' experience shaping global brands through strategic storytelling, integrated campaign direction and high-impact creative leadership across fintech, sport, entertainment and retail. Proven track record in developing compelling brand narratives, launching products and leading multichannel campaigns that connect emotionally with audiences while delivering measurable commercial results.

Experienced in building and scaling multidisciplinary teams, creating brand worlds across digital, social, experiential and sponsorship platforms whilst aligning creative storytelling with business growth objectives. A trusted senior stakeholder partner, regularly presenting campaign strategy, creative vision and brand direction to C-suite leadership.

Expertise

Creative Direction

Creative Strategy

Brand Storytelling

Campaign Direction

AI Integration

Global Brand Leadership

Team Leadership & Mentorship

Executive Stakeholder Management

Multichannel Content Creation

Emerging Technology & Innovation

Experience

Head of Creative
QS Quacquarelli Symonds | 2026 (contract)

- Leading the development of a global creative roadmap and brand framework, aligning creative priorities across marketing, digital, UX/UI and wider business teams.
- Applying AI and emerging technologies to accelerate creative development. Develop a digital design system using Storybook to enable teams to work more efficiently within established brand frameworks.
- Partnering with senior leadership to evolve the QS brand and establish a more consistent, scalable approach to creative across the organisation.
- Developing a digital-first creative ecosystem spanning brand guidelines, DAM, Webflow, HubSpot and component-based design systems, creating a stronger foundation for scalable content production.
- Acting as a strategic creative partner to marketing, UX, digital, product and technology teams, bringing creative leadership into wider business transformation and customer experience initiatives.

Creative Director
Axi Financial Services | 2021-2026

- Lead global creative direction, brand storytelling and campaign strategy across all brand and product touchpoints, driving commercial growth across international markets.
- Partnered with senior leadership in new product launches, shaping product positioning, campaign direction and launch communications across marketing and UI. Social campaigns and video content delivered an average 15% month-on-month increase in programme sign-ups.
- Built a unified brand and performance marketing creative strategy contributing to a 30% increase in newly traded clients and significant growth in global brand awareness. In 2025, 41% of respondents named Axi among their top three brokers in the UK, up 17% from 2022.
- Lead creative campaign direction for global sponsorships including Manchester City, Girona FC and Esporte Clube Bahia, increasing awareness of the Manchester City partnership by 40% YoY between 2022–2025.
- Built and scaled a global multidisciplinary creative team across the UK, Cyprus, Poland, Manila and Canada. Powered by a centralised digital creative ecosystem for consistency across UI, Web, video and marketing.

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Software

















Experience

Head of Design
The Creative Place | 2015-2021

- Led strategic creative development across branding, advertising and multichannel campaign activity.
- Worked closely with client marketing and leadership teams to shape brand communications and campaign direction.
- Directed creative pitches and presentations that secured new business opportunities and strengthened long-term client partnerships.
- Managed and mentored a team of designers while evolving studio processes, collaboration and creative standards.
- Delivered integrated campaigns across digital, print, experiential and retail environments.
- Introduced innovative technologies and workflows to improve creative effectiveness and operational delivery.

Creative Manager
Gravity Matrix | 2014-2015

- Led creative strategy, conceptual development and quality control across multiple client accounts.
- Managed multidisciplinary creative teams including designers, artworkers and web specialists.
- Presented strategic concepts and campaign ideas directly to senior client stakeholders.
- Oversaw production, campaign delivery and creative operations within a fast-paced agency environment.

International Senior Creative Manager
UFC | 2010-2014

- Led international brand and creative direction across all markets outside North America, ensuring global consistency while adapting campaigns and communications for regional audiences.
- Acted as brand guardian for the organisation's international business, overseeing visual identity, brand application and partner alignment across multiple territories.
- Managed remote creative teams and external agencies to deliver integrated campaigns, fan experiences and partnership activations that strengthened global brand engagement.
- Collaborated with sponsors, licensees and commercial partners to develop on-brand creative solutions that supported audience growth, brand visibility and revenue opportunities.
- Partnered with marketing and e-commerce teams to create campaigns and promotional activity that increased product awareness and supported commercial performance.