



## Mike Anderson

**Former Managing Director, Digital & Development, News International and Founder of media consultancy Frank Business**

During his 25 years experience in the media and publishing industry, Mike Anderson developed significant and varied operational experience and a reputation for success. A particular specialist in national newspapers, where the core focus has been to retain a competitive advantage, he has successfully driven businesses, been the creator of new brands, managed start ups and re-positioned transitions, whilst always managing tight budgets and profit expectation. His versatility and ability to interpret brand values, along with his passionate and instinctive management style, took him to the top as Managing Director of The Sun, The News of the World, The Evening Standard and Metro working alongside some of the most notable names in the media world.

In these roles, Mike's absolute understanding of all the relevant competitive environments enabled him to respond to a fast and constantly changing market with innovative management concepts and an absolute strategic belief.

In October 2009, Mike Anderson set up Frank, a strategic business and communications consultancy where he mentors businesses to maximise their potential for growth and success, using inspirational and unique techniques. He was immediately retained by News International.

In March 2010, Mike founded the Chelsea Apps Factory. His ambition is to professionalise the Apps space and bring order to the disorder by recruiting senior executives from commerce and blending them with world class

technologists. The Chelsea Apps Factory already has a number of blue chip clients, Vodafone, Telegraph, RBS and CNBC.

This is his first venture outside of the corporate environment which he has personally funded.

Mike lives in London with three daughters and has an all round enthusiasm for life!

### Strong Beliefs

Put your customer in the room.  
Shoot the cynics!  
Find your truth.  
The importance of a single operating principal.  
It is not possible to over-communicate.  
Focus on the solution – and not on the problem.

### Themes

Leadership in tough markets  
Culture Change  
The 4 steps to creating a change curve  
Creating a culture of customer service  
Innovation in a 24/7 world!

### Contact

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