

Andrew Carrier

Marketing & Communications Leader | B2B Financial Services & Fintech

Delivered 10x pipeline growth at blockchain fintech Quant. Built a marketing function that supported £4bn AUM growth at wealth manager Dolfin. Led award-winning communications programmes at Deutsche Bank and SWIFT. Player-coach with a track record of turning complex propositions into scalable revenue. Balances creativity and precision, moving seamlessly from C-suite strategy to executional excellence.

cv@andrewcarrier.com | +44 7881 792 925 | London, U.K. | [linkedin.com/in/andrewcarrier](https://www.linkedin.com/in/andrewcarrier)

CAREER HISTORY

Interim Marketing Leadership | Sonata One | 2025 | Remote

Six-month mandate to reset the GTM strategy for a private equity funds clearing platform.

- Restructured marketing strategy, team structure, and martech stack
- Increased qualified pipeline from 4 to 20 leads per month through integrated content and email marketing automation (HubSpot)
- Grew website traffic from 1,000 to 3,500 monthly visitors with bespoke content marketing programme amplified on social media and SEO

Chief Marketing Officer | Quant | 2021–2025 | London

End-to-end marketing transformation for enterprise blockchain scale-up targeting central and commercial banks, building and managing five-person team and £400k budget.

- Drove a tenfold increase in enterprise enquiries (from two per month to 20) through strategic repositioning and multimedia website that simplified complex value proposition for C-suite decision makers
- Launched blockchain SaaS platform and drove licence sales from technical decision makers and developers using organic and paid digital campaigns
- Established Quant as thought leader in CBDCs, programmable payments and digital assets with executive content and 100+ media placements

Chief Marketing Officer | Dolfin | 2015–2020 | London

Creation of new brand and marketing function for privately-owned startup offering wealth management, trading and custody for HNWs and institutional investors.

- Supported growth from startup to £15m revenue and £4bn AUM by establishing brand positioning, go-to-market strategy, and high-performance team (three direct reports) with monthly KPIs agreed with sales leadership
- Delivered 120+ qualified leads annually through integrated demand generation targeting HNW individuals and institutional investors
- Bolstered the firm's reputation with innovative content marketing and PR programme leading to half a dozen industry award wins and 100+ press clippings

Marketing Director | Deutsche Bank | 2012–2015 | London

Global marketing of the transaction bank's securities services business.

- Managed €1.5 million annual budget across digital, print and events
- Designed and executed a new 'digital first' content marketing strategy called Flow which went on to win industry awards
- Led account-based marketing campaigns targeting 500+ corporates, asset managers, global custodians and other financial institutions with bespoke messaging, contributing to division's revenue growth during tenure

Deputy Managing Director | Cognito | 2011–2012 | London

Leadership role managing EMEA operations for boutique financial services communications agency.

- Coached agency team on media strategy and client management for financial sector accounts
- Developed go-to-market strategy for PR analytics SaaS product targeting financial services buyers
- Strengthened expertise in crisis communications and financial media relations

Head of Marketing Communications & PR | SWIFT | 2003–2011 | London & Brussels

Part of Stakeholder Relations senior leadership team of global financial messaging infrastructure (four promotions).

- Managed global marcomms team promoting entire SWIFT product portfolio to 11,000+ financial institutions
- Executed SWIFT's 2008 rebranding project across 200+ countries and its ongoing corporate communications strategy
- Designed and executed the company's first social media programme
- Led the conference and communications teams for Sibos, the world's premier financial services event with 8,000+ attendees annually
- Developed value propositions, conducted market research and competitive analysis for new product launches

Early Career | Fiserv, OpenTrade, J.P. Morgan Investment Management | 1998–2003 | London

Marketing, sales and operations roles in financial technology and investment management.

- Ran marketing and positioning for fintech startup (HelioGraph) through to acquisition by Fiserv
- Sold financial middleware solutions to trading floors at global investment banks
- Processed cash reconciliation for institutional investment management

IMPACT AREAS

Recognition

I build new brands from scratch, reposition nascent brands that aren't resonating, and leverage the immense power of established ones to turn visibility into value.

Reputation

In regulated markets, trust is foundational. I shape narratives that make complex ideas clear, credible, and compelling - transforming domain specialists into influential thought leaders through PR, content, and executive visibility.

Revenue

Marketing must earn its seat at the top table. I design programmes that convert insight into growth - driving acquisition, retention, and client lifetime value through targeted messaging, integrated demand generation, and data-driven optimisation.

THOUGHT LEADERSHIP

InMarketing This Week (Since 2020)

- Weekly newsletter for senior leadership teams in financial services and technology
- 1,600+ subscribers including CMOs, CTOs, and executives at global banks, fintechs, and asset managers
- Open rates consistently above 40%

KNOWLEDGE

Domain expertise

- Marketing strategy
- Branding
- Communications
- Demand generation
- Team leadership
- Martech and AI
- Board reporting

Sector experience

- Payments
- Wealth management and private office
- Capital markets
- Private equity
- Securities services
- Financial infrastructure
- Digital assets & blockchain

EDUCATION, TRAINING & PROFESSIONAL MEMBERSHIPS

- **Languages:** English (native), French (professional)
- **FCIM**, The Chartered Institute of Marketing | Since 2021
- **Management of Financial Transaction Services**, Solvay Business School | 2006
- **MA European Business Administration**, University of the West of England | 1997
- **LLB Law**, Cardiff University | 1995