

Gareth Jones

Global Chief brand & Content Officer

After spending ten years as a journalist asking awkward questions about marketing Gareth now spends most of his time trying to find the answers. Gareth is responsible for creating the content that makes the agency and its clients famous. Previously he was Global Brand & Marketing Director at LBi Group and Brand Engagement Director at LBi.

Before joining LBi Gareth was Editor of Marketing magazine and Editor of its sister title Revolution, a quarterly publication specialising in digital media. Gareth has held a number of roles at Haymarket Business Media including News Editor and Digital Editor on Marketing. He has also occupied senior editorial positions at Centaur's New Media Age and MediaTel. Gareth began his career as a broadcast journalist making programmes for BBC Radio 4.