Andrew Nicholson, Founder and CEO of Kulea.ma

Andrew's the proud owner of a B2B Marketer of the Year Award, a guest lecturer at Buckingham University, academic author and founding father of the new discipline of digital psychology (Google it!). In 2012/13 he completed his Masters in digital marketing communications and behavioural economics, drawing on heuristic theories and applying them to contemporary digital marketing challenges in the events and hospitality arena (including London 2012!) to drive online behaviour change and increase sales.

More recently, Andrew has entered the exciting world of Marketing Automation, where he founded Kulea.ma - a multi-award winning marketing automation and sales platform. Andrew is the proud father of two beautiful young boys, and in his spare time likes to imagine what it's like to have spare time.