



GAVIN McMAHON

Founder

Gavin is a senior partner and co-founder of fassforward Consulting Group. Over the past several years he has advised Fortune 100/500 companies on the impact of market changes and their interrelationship with marketing and business strategy. He brings a unique perspective on growth and innovation, as well as an understanding of the barriers to achieving desired results in these areas.

Prior to fassforward, Gavin was VP and Director of Web Strategy at Gartner, where he oversaw the development of e-business assets in the research and advisory firm's London and Stamford offices. Earlier, Gavin worked for McGraw-Hill. Gavin has also worked with the London Business School, co-founding their i:Lab and writing the case study "Netscape Communications Corporations". He has moderated at conferences such as the Global Industry Conference on Finance and Technology in Geneva, and taught at the Global Information and Telecommunications Industries [GiTi] Executive Program at INSEAD.

A graduate of Great Britain's Royal Military College at Sandhurst, he served as a platoon commander in the King's Own Border Regiment. Gavin has worked in the defense, automotive, publishing and manufacturing industries. He holds a bachelor's degree in Engineering and an MBA in Strategy, Innovation and Information Technology from the THESEUS Institute in France. He is a Sainsbury Fellow of the Royal Academy of Engineering and a member of the ACM and the Fédération Européenne d'Associations Nationales d'Ingénieurs.