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# Robert McNeill

**MARKETING AND COMMUNICATIONS DIRECTOR**

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Robert manages the marketing and communications team for Leidos UK and Europe. Responsibilities include external and internal communications, media/influencers relations and social value.

Robert has lived and worked in both Europe and North America holding marketing, analyst and strategy roles.

Robert has served as a Principal Analyst with Forrester Research and Giga Information Group as well as an independent analyst providing research and consulting services to both end user organisations and high technology vendors focused around technology sourcing strategies and best practices. In addition to the hundreds of articles that he has published over the years, he is a contributing author of a book produced by the Institute of Directors in the UK on software asset management. Robert has worked in the cloud services market for over 15 years, notably as VP Strategy and Marketing for SaaS vendor ServiceNow helping launch the company as a start-up through funding.

Robert holds a master's degree in European business and a bachelor's degree in business studies from Cass Business School, City University, London, UK.