



## Andy Main

US Lead, Head of Deloitte Digital

Andy Main is a principal at Deloitte Consulting LLP and head of Deloitte Digital- and he is having a great time! He's an entrepreneur-at-heart who's brought to market a new model for a new age called Creative Digital Consulting. This is cool because he helps our clients imagine the future of their businesses, and then helps deliver and run their future. Andy is from

the same town in Scotland as Adam Smith, and draws inspiration from Smith's book "The Wealth of Nations" where he talked about absolute advantage-in today's world, Andy helps Deloitte Digital's clients find their disruptive advantage. He loves our clients, and wants to see them compete, stick around, and flourish, and he feels that our brand of digital transformation does just that. Deloitte Digital's business model is so refreshingly different, it is up-ending all the "old fashioned" consulting firms and advertising holding companies.

He is always up for a bit of competition - anything from the EPL Fantasy League to running one of the world's fastest growing digital businesses. Someone has to go first in shaking things up, and Andy believes that it should be Deloitte Digital-he's proud of the fact that Deloitte was the first professional services organization to launch a Digital brand where, for the first time, business leaders can come to one place to have their business ambitions brought to life. Dealing with this pace of unprecedented change can be rough, and Andy firmly believes that you need to keep ahead of the game to be in the game. Growing connectivity, competition, and customer power requires entire businesses to be re-imagined; disruptive advantage is found through new engagement, new products, new business models, new definitions of how work gets done, new organizations, and new ecosystems.

Deloitte Digital has put all these services under the one roof, making life easier for the C-suite by connecting business strategy to creative and content strategy, customer experience, data and insights, core business operations, transformational technology, and campaign execution.

Andy runs the business to combine cutting-edge digital and creative capabilities with the traditional deep industry knowledge, innovative thinking, business transformation, organizational change, domain expertise, cyber security, and versatile technology experience that Deloitte is known for. For Andy, that means clients can bring their biggest challenges, knowing their new business vision can be brought to life.

Andy's base is the Deloitte Digital Studio in Denver, in the heart of LODO, and he serves on the Board of Deloitte Consulting LLP. He is also on the Board of The Keystone Science School, a STEM-focused camp for kids, located in the beautiful Colorado Rocky Mountains. He's gotten himself hooked on competitive spin classes for some reason, and he is generally available for outings on skis and bikes with a little bit of notice. He is a long-suffering supporter of Raith Rovers, for which his friends have (mostly) forgiven him.

He's excited to hear from anyone interested in what Deloitte Digital has to offer, whether clients, future employees, or business partners, and is looking forward to helping you find your disruptive advantage.