



Andy Watt

Luxury brand architect and customer-champion with a background in automotive marketing and management and customer experience delivery.

Strong Beliefs

Great products are not enough

Exceptional service from a brand aware team makes the difference

Strive for Advocacy

Your customers are your most effective sales tool

If you don't know your brand direction your customer won't either

Brand confidence breeds brand loyalty

Themes

Redefining and rediscovering Brands

Finding your brand essence and nurturing brand passion in your team and your customer

Orientating your team towards the Customer

Focussing your team on customer requirements

Shared values and successful co-branding

Making partnerships work

Andy Watt has had a twenty-year career in the luxury automotive industry beginning with the newly independent Land Rover in the 1980s and working with Aston Martin, Rolls-Royce, Lamborghini, Bugatti, and Bentley as they redefine their values, product portfolios and customer processes to become the iconic modern brands they are today.

Andy has been a catalyst for change within each organisation, moving into business and brand development roles at times of critical business decisions. He was instrumental in establishing a more youthful product appeal and customer orientation for Land Rover through its special vehicles division. After moving to Aston Martin, he managed the customer launch of the turn-around DB7 range before moving to New York to re-establish the dormant US division.

A move to Bentley in 1999 resulted in a renewed customer focus for the recently acquired British luxury brand after which Andy led the brands Motorsport marketing, establishing long-term brand partnerships still regarded as industry benchmarks today.

As an internal brand champion, Andy was a central figure at the end of Rolls-Royce production at Crewe and in the transformation of the workforce into Team Bentley now one of the most successful luxury brand teams in the world. He has acted as a consultant to sister brands Bugatti and Lamborghini as they establish their worldwide customer and sales operations in addition to directing worldwide Marketing Operations for Bentley during the launch of the class-leading Continental range.

Most recently, Andy was Managing Director of Bentley's Mulliner coachbuilding division, a business with a 250 year history of bespoke craftsmanship and customer service. Andy's vision for the Milliner brand and background in developing business growth strategies and brand redevelopment has redefined coachbuilding and customer service for the 21st Century.