Company: blur Group
Title: Chief Exchange Officer
Other Blogs: blurgroup blog

Philip has been a change agent since birth. He is also one of the world's most experienced Internet company leaders. He has run a string of high profile, Web companies operating across the US and Europe since the Web was launched in 1994 and is a member of a very small and elite band of British businessmen who have run an established Silicon Valley venture.

He avoided the traditional publishing business his family had run for 200 years and started one of the first online publishing businesses, CMI. That was way back in 1991. Following that he became UK CEO of corporate portal software vendor, Corechange (later sold to OpenText).

Philip saw the future that was the Internet business and in 1998 co-founded Beenz.com, a marketing services marketplace focused on global loyalty and rewards. Beenz was later sold for a sum in excess of $20m to the privately-owned Carlson Marketing Group in 2001. But by then he had been recruited away by Silicon Valley legend, Bill Draper, becoming the first English CEO of an established Silicon Valley business: Tradaq, a huge business-to-business exchange that allows over 25,000 companies to buy and sell products and services without using cash. Tradaq was sold to Intagio Group in 2002 and is currently trading in the public markets as ITEX Corporation (ITEX).

After returning to the UK Philip became CEO of Surfkitchen, an innovative software company focused on mobile desktops and app stores, (Surfkitchen was sold to Teleca in 2011). In 2006, he decided it was time to focus on a new enterprise, wanting to embrace the Open Source software principles while creating a game-changing business. And so the foundations of blur Group were laid, with the first stones being the development of the Creative Crowds - before Crowdsourcing was a recognised concept.

Starting to trade in stealth mode in 2010, blur Group was formally launched in early 2011 and is the world's largest Creative Services Exchange. It disrupts the traditional networked agency model by providing a way for businesses to buy and Creative professionals and agencies to sell creative and marketing services. Major brands like Sega, Warner Music, Yell, Coral use the exchange and now over 10,000 Creative professionals and agencies are on it. With an intention to make blur Group the WPP of the web, Philip's now putting disruption at the top of the media agenda.

Oh and on the side he's a successful photographer who exhibits worldwide - most recently in New York, Paris and Beirut.