**Robert Scott Moncrieff LLB  - PRIME WARDEN**

Marlborough, and Edinburgh University. Recently remarried with 3 children and 2 step-children. Career in marketing and multiple board roles.  Interests: literature, music, opera, theatre and film; collects illustrated children’s books; skiing, sailing, and golf; lives in Norfolk.

His career boasts three strands: a pioneer of the European direct marketing industry, a global leader in business process outsourcing, and entrepreneur.  His roles included founding, managing and successfully selling a DM agency and a sales data business, European head of marketing at both Digital and Olivetti’s PC businesses, EVP globally of Sales & Marketing at NYSE-quoted contract centre leader Sitel. Managing over a third of $1.3Bn in global revenues across 26 countries, he was also Chairman of Sitel’s joint venture with Tata in India.  With Animos since 2009 he has advised a broad spectrum of primarily CRM and BPO (front office, technology & back office)related clients with roles from NED and board advisory to corporate and executive matchmaking (head-hunting).  Robert started his working life in business book publishing with Woodhead-Faulkner in Cambridge (now part of Simon & Schuster) after graduating in Law (LLB) from Edinburgh University.  Robert specialises in BPO agency search & selection, executive search, BPO consultancy, and development strategies for the UK and International BPO sector