Strive Insight Expands Team With Another Senior Hire

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Insight Activation agency, Strive Insight, which launched in June 2015 has expanded its growing team with the hire of Lucy Paxman as Client Director. Following a first year of rapid growth,Â Strive Insight is now on track to more than double its turnover in its second year.
Lucy joins Strive from Incite Marketing Planning where she was a Principal. She brings more than 10 yearsâ€™ experience in a wide range of sectors including financial services, e-commerce and alcoholic beverages. Her role at Strive will be to help grow the financial services practice, as well as bringing her expertise to bear in the lifestyle and luxury goods sectors.

This further rise in staff numbers reflects an ongoing increase in client business at Strive resulting in continuing fast growth in its second year.Â The agency's growth is due to both new clients and repeat business from existing agency clients such as O2, Samsung, BT, Vodafone, Microsoft, Luxottica, Western Union, SSE and Beam Suntory.

David Walker, co-founder of Strive Insight said of the appointment: â€œLucy is a real coup for Strive Insight as she brings with her great expertise in the financial services, e-commerce and alcoholic beverages sectors. We're looking forward to Lucy helping clients gain new value from their existing data resources and turning new insights into commercially focused marketing strategies.Â We're delighted to have Lucy as part of our growing team.â€•

Lucy Paxman, Client Director at Strive Insight said of her new role; â€œI'm thrilled to be joining this exciting, new agency particularly at a time when it is experiencing such phenomenal growth.Â I've previously worked with much of the team and believe our combined expertise will make a real difference to our clientsâ€™ marketing results.Â Strive's new business record since 2015 speaks volumes of the value clients are finding in their proposition, I'm looking forward to growing the business further in 2017.â€• Â