

Anthony Bushen-Garvie

Commercial growth and marketing leader. Financial services.

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/ United Kingdom

British citizen · Open to on-site, hybrid and remote · EMEA & AMER travel · Available immediately

£7m → £26m

Revenue scaled in 12 months as CMO, Solar Fast

–20% spend

Marketing cost cut year on year while leads grew, BDR Group

7 brands

Multi-brand portfolios led through M&A and post-acquisition integration

FCA-regulated

Digital growth across business units in a £2bn GWP insurance group

01 PROFILE

Marketing leader with ten years across financial services, technology and energy. Most recently ran digital growth at PIB Group, a Carlyle Group and Apax Partners-backed FCA-regulated insurance business with over 4,000 employees and £2bn in gross written premium. As Chief Marketing Officer of Solar Fast I scaled revenue from £7m to £26m and built the brand and acquisition engine of a business later acquired by Wickes plc. At BDR Group I led multi-brand marketing through a Santander-funded acquisition programme, cutting spend 20% year on year while lead volume rose. I have held non-executive and advisory positions since 2016. **I treat marketing as a capital allocation decision and hold every line of spend to a commercial return.**

02 EXPERIENCE



Marketing Specialist, Digital Growth

2025 – 2026

PIB GROUP

Specialist insurance brokerage. FCA-regulated. Backed by The Carlyle Group and Apax Partners. 4,000+ employees, £2bn gross written premium.

- Ran digital growth activity across multiple business units inside an FCA-regulated environment, operating within compliance sign-off and financial promotions rules.
- Tied campaign investment to measurable return, balancing acquisition, retention and cross-sell within a controlled cost framework.
- Translated market dynamics, customer behaviour and performance data into commercial recommendations for sales and group leadership.



Founder & Principal Consultant

2016 – Present

LEBRETONS GROUP

Independent advisory and non-executive practice, UK and US. Declared outside business interest, non-competing. Also co-founder of

⌘ BushenGarvie, a property software venture, on the same basis.



Executive Consultant & Board Member

CAYSON GLOBAL, OCTAVIAN GROUP · 2026 – PRESENT

Marketing and commercial strategy across seven brands spanning safety technology, security, IT and facilities management. Leading North America market entry and education sector partnerships.



Non-Executive Director

MSI ENERGY · 2024 – 2025

Established the commercial and go-to-market function for a solar installation launch alongside a technical founder. Advised on pricing, demand generation and operational capacity in a policy-driven market.



Founder Advisory

UNITED KINGDOM & UNITED STATES · 2016 – PRESENT

Growth strategy, positioning and commercial performance. Guided fundraising and M&A preparation, shaping investor materials and pitch development. Engagements focus on capital-efficient marketing and unit economics.



Group Head of Marketing & DEI Officer

2022 – 2024

BDR GROUP

IT, telecoms and managed services. ~200 staff, Santander-funded buy-and-build programme, six acquisitions completed.

- Led marketing, communications and strategy across multiple brands, owning a £200k+ budget with a team of three and two agencies.
- Directed 40+ concurrent projects including post-acquisition brand consolidation and the Switch My Provider B2C launch.
- Cut marketing spend 20% year on year while lead volume and team output rose.
- Rebuilt the company website from the ground up, doubling organic lead generation, and secured revenue uplift through partnership campaigns with IBM.



Chief Marketing Officer

2020 – 2022

SOLAR FAST

Renewable energy. Business subsequently acquired by Wickes Group plc (LSE: WIX) in 2024.

- Owned end-to-end marketing and sales strategy, a £200k+ budget and a team of nine across digital, creative and performance.
- Scaled turnover from £7m to £26m within twelve months by building a high-performance acquisition engine.
- Generated 100+ qualified leads per day at £3.55 CPA through structured A/B testing, and launched solarfast.co.uk to the #1 organic position within six months.
- Repositioned messaging within days of the 0% VAT change on domestic solar; the resulting analysis became the top trending news piece in the category.
- Built the brand of a business ranked by the Financial Times among Europe's fastest-growing solar companies (2022).



Marketing Strategy Manager

2018 – 2020

BDR GROUP

- Led the strategic marketing response through COVID-19, adapting messaging and channel mix to shifting demand.
- Lifted NPS through targeted crisis communications and secured national BBC News coverage.



eCommerce Executive

2017 – 2018

FORD MOTOR COMPANY

- Managed online listings for commercial vehicles across Ford and TrustFord, writing SEO-optimised descriptions that raised ranking, engagement and conversion.

03 EDUCATION & CREDENTIALS



Columbia University

Economics of Money and Banking, 2026



Chartered Institute of Marketing

ACIM, awarded November 2024



Financial Communications Society

Member since 2025



Foundations of Insurance

Liberty Mutual Insurance, 2026



Black Professionals Network

Member



Adv. Diploma, Digital Marketing & Business

3AAA Royal Leamington Spa, 2017

04 CAPABILITIES

Strategic. P&L and budget ownership · C-suite and board engagement · post-merger brand integration · multi-brand portfolio strategy · regulated marketing and financial promotions · PR and thought leadership

Execution. Paid search and paid social · lifecycle and email · SEO and CRO · A/B testing · marketing automation and CRM · analytics and attribution

Tools. Salesforce (Pardot, Marketing Cloud, Einstein) · HubSpot · Marketo · GA4 · Power BI · Looker · Google, Meta and LinkedIn Ads · Ahrefs · SEMrush · Claude

05 WRITING & MEDIA

– Digital-First or Margin Compression: The Competitive Future of Banking, Insurance & Brokerage [Whitepaper](#), [LinkedIn](#)

– The Geopolitical Pivot Podcast Guest contributor, [Apple Podcasts](#)

– Is Bitcoin Bad for the Environment? An Interview with Robin Barrow [TheNewsMarket](#)

– How Does Russia Affect the UK Energy Crisis? [LinkedIn Pulse](#)