

# Bluedog Productions welcomes two new additions to its board

Bluedog Productions has strengthened its board of directors in the UK to boost its global expansion plans.

Founded in 1999 by CEO Nick King, the agency announced in Q4 of 2020 that the pandemic had accelerated its plans to open three additional strategic offices in Spain, Singapore and Dubai.

Renowned for its exceptional track record, diverse portfolio of brands and amplified digital focus, Bluedog has two new additions to its board. Andrew Machin, Head of Retail, has been appointed as Operations Director, while continuing to oversee the retail division and Olivier Potter fulfills the position of Technical Director.

“Andy and Oliver have both been integral to Bluedog’s success since joining in 2017 and 2014, respectively. With both of them bringing their own unique skillsets, passion and full-blooded commitment to the agency, I’m delighted that they’re both becoming directors as we usher Bluedog into a new chapter,” says King.

Further to Bluedog’s additional strategic offices and host of new client wins in and out of the industry, the future is looking brighter than ever for the agency. However, it’s the steps around sustainability and digitalization that offer the new additions the most excitement.

“Sustainability is always something we’ve taken seriously as an agency and made front and center in our decision-making process. At Bluedog we’ve gone the extra mile and not just focused on the obvious.

Having started our B-Corp accreditation journey, this extremely rigorous process has challenged us to look at the group from the top down and evaluate everything we do and why we’re doing it. Focusing on five key areas: Governance, Workers, Community, Environment and Customers, Bluedog is expected to become the only travel retail B-Corp accredited agency later this year,” notes Machin.

“Our expanded digital offering has always been central to our future plans, but the pandemic brought about a new set of challenges for our clients and so we were fortunate enough to be able to grow our digital offering quicker than we had anticipated, pre-pandemic.

That being said, we know that good and timely decisions have been made at the right times over the last 18 months in the areas in which Bluedog has expanded. With further plans to roll out and some new commissions, I can’t wait to see what else the future holds for us all in this exciting digital landscape,” adds Potter.

“With a host of further announcements to come, we can’t wait to attack the projects we’re fortunate to work on with a renewed vigor and methodology, so for now here is to an even bigger, bolder, stronger Bluedog,” concludes King.