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Press Release

ANDY DUNCAN - BIOGRAPHY

Andy Duncan's career combines two decades of top-level strategic management and marketing experience with one of the world's biggest consumer goods companies and its most admired media brand.

First at Unilever and then at the BBC, he has had management responsibility for a string of successful consumer launches, including the rapid roll-out of the Freeview digital TV platform to 4 million UK homes and the launch of Flora Pro-Activ in over 20 countries, achieving total sales of around 250m Euros in its first 3 years.

Before joining Channel 4 in July 2004 as its fifth Chief Executive, he spent three years as a key member of the BBC's Executive Committee. He joined the corporation in summer 2001 as Director of Marketing & Communications, adding Audiences to his title in July 2003 to better reflect the work of his division across marketing, press and publicity, customer services and audience research. The division has won over 50 awards during this period for creativity, innovation and business effectiveness. Andy was also nominated Marketer of the year in 2003.

In his time at the BBC he was one of the co-architects of Freeview and is credited with the successful launch and roll-out of the free-to-air digital terrestrial platform. Freeview is available in 4 million homes just 20 months after its launch, making it one of the quickest selling consumer technology products of all time. Andy was also Chairman of Freeview, a joint venture between the BBC, BSkyB and Crown Castle. He also played a leading role in the development of the BBC's wider digital strategy including switchover and free to air satellite.

He also oversaw the launch of a broad array of new digital services including BBC3, BBC4, CBBC, CBeebies and new digital radio services 1Xtra, 6Music, BBC7, 5LiveSports Extra and the BBC Asian Network.

Over the past 18 months, he has also been a member of the Charter Review Steering group.

Following the arrival of the new Director General, Mark Thompson, he was one of only 9 people to gain a seat on the new 'slimmed down' BBC Executive Board, as well as being the only executive to sit on this and its new Creative and Commercial boards.

Duncan joined the BBC from Unilever, where he had been European Category Director for its Food and Beverages Division since 1999. He headed the Spreads and Cooking Products division which accounted for over 2 billion Euros sales and nearly 10% of Unilever's total global profits. He was also on the Global Category Board. Under his leadership the business was turned round from nearly 10 years of decline into strong growth via consumer led innovation and focus on core brands. In a 17-year career at Unilever he worked for several of the food and consumer giant's major divisions, including Elida Faberge, Brooke Bond Foods, Van Den Bergh Foods and the European Foods Division.

At Van Den Bergh Foods between 1995 and 1999, after running the company's largest business unit, he went on to become its the youngest ever Board Director. He also ran a key European Innovation Centre. In this period, he started Flora's sponsorship of the London Marathon, successfully built the brands Flora, I Can't Believe It's Not Butter, Supernoodles, and PG tips and lead the strategic direction for the roll out of Olivio olive oil spreads across Northern Europe. During this period a string of major awards were won for creativity, innovation and effectiveness including several IPA effectiveness awards.

He studied at UMIST, where he gained a BSc in Management Sciences. Andy is 41.

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