



Jonny Bentwood

President, Global Data & Analytics
Golin

Jonny Bentwood heads data and analytics globally at Golin. An inspiring and innovative leader, and executive board member, Jonny has been awarded AMEC Large Research and Measurement Team of the Year for the past five consecutive years, Grands Prix Platinum for Measurement, Sabre Platinum Measurement Award, PR Week Dashboard 25 2023, and 2019 PRovoke EMEA Innovator of the Year.

In his role Jonny enables Golin's clients to be data-driven. A firm believer that when art is combined with science and decisions purely based on instinct are rejected, then brands will have winning programs. A champion of using data to deliver focus through the customer journey, Jonny has challenged historic approaches to measurement to evolve the approach from descriptive to prescriptive to predictive.

Jonny has worked on global and strategic clients providing counsel for YouTube, Unilever, Walmart, McDonalds, Microsoft, Carlsberg, ExxonMobil, The World Economic Forum, the World Bank and Facebook. He has a successful record in creating award winning analytic and measurement tools including the Relevance Radar, Customer Journey Modelling, Brand Pull, TweetLevel, BlogLevel and the patented Flow140.

His work has also achieved recognition via numerous awards including being named as Time's top twitter moment of the year for his innovation with MTV. Jonny's solutions have featured on CNN, Sky News, Fox, the New York Times and the BBC and he is a regular speaker on analytics, including the Royal Society, Stanford University, Oxford University and Social Media Week.

Jonny is based in London with twin boys and a princess.