



Wayne Arnold
Founder and CEO
Profero

Having co-founded Profero with his brother in 1998, Wayne is regarded as one of the industry's most respected and experienced practitioners.

He has successfully supervised local and global activity for an enviable client list including Apple, Daigeo, Unilever and Western Union. Wayne has expanded the Profero client base by carefully positioning Profero as the only independent global digital agency of its kind, covering each of media, creative and technology, with offices across 18 cities in US, Europe and Asia.

In 2010 he assumed the role of Global CEO and has been based out of Singapore since 2013.

Other recent achievements include being voted as:

- The UK's most influential digital Briton 06 / 07 / 08
- Top 100 most influential people for the Y generation across any industry sector
- One of the 1,000 most influential people in London
- Observer's Future 500 ones to watch