



David Rankin - Director



David Rankin was invited to join KAE in 1990 while he was the Finance Director of a FTSE 250 plc. Prior to that David was at LEK Consulting, focusing primarily on mergers & acquisitions across a variety of industries.

David has managed innumerable market opportunity and competitor intelligence assignments for his portfolio of long-term clients in financial services and telecommunications. This has been complemented by assignments in other sectors, many of which have focused on new product/service developments and forecasting.

His particular expertise is in designing and constructing analytical models that integrate primary and secondary data to provide critical decision-support advice.

A prolific writer, David has been published in *The Banker*, *Financial Marketing*, *Brand Strategy* and *The Journal of Financial Services Marketing* amongst others.

David has a first class B.Sc. In Management Science from the University of Warwick and is married with two children.