**Andrew Wrobel** is the Founding Partner of Emerging Europe, a London-based growth hub, and the leader of the organisation's Tech Emerging Europe Advocates community, a part of the Global Tech Advocates network.

He is an entrepreneur, adviser, host and author. He focuses on digital transformation, technology and innovation, global business services and site selection, foreign direct investment, nation branding, and cross-cultural communications.

Andrew runs Emerging Europe’s research and consultancy teams and co-authors the organisation’s flagship reports: the Future of Emerging Europe — Sustainability Report, the Future of IT, the Investment Promotion Report, and the Business-Friendly City Perception Index.

He is a sought-after speaker and moderator, a juror at various international business-related competitions, a location promotion and media coach and a commentator.

*(120 words)*