

Trevor Acreman

Trevor joined Millward Brown in 1989, having previously studied for a PhD and then working as a biological research scientist and consultant.

Since joining Millward Brown, he has worked on a vast range of projects and for many different clients but in particular, has been heavily involved in developing creative marketing solutions for clients and championing integrated marketing solutions – both for marketers and researchers.

He has worked with Johnson & Johnson, Mars, Vodafone, Unilever, Pepsi, Barclays and Diageo.

More recently, Trevor has joined his marketing and scientific experience together, setting up and leading the Millward Brown specialist Healthcare team from the UK. In the last 5 years Trevor has been working with many of the leading pharmaceutical and healthcare companies on Global and European projects, focussing on NPD, brand equity and communications development and evaluation.