Adrian Moss

Focus Business Communications (www.focusbiz.co.uk)

Adrian is Managing Director of Focus Business Communications (FBC), a digital communications agency located in Southampton, UK and specialising in audio/video content.

Since 2005 FBC has also been helping clients use social media to engage in 'conversational' marketing and community development focussing on building internal and external audiences for their audio and video content.

Between 2010 and 2013 Adrian researched the role of social media for risk and benefits communications with consumers in the European food industry as part of FoodRisC (www.foodrisc.org) - European Commissions funded research project *.

Adrian has a degree in Psychology and started his career as an accountant with Chrysler and 3M before moving into the IT industry in 1981 initially in product development and QA/QC and then International marketing. Adrian was a founder member of Lotus Europe (maker of Lotus 1-2-3 and Notes and now part of IBM) and Tektronix Printers Europe (a Fortune 500 company and now part of Xerox) where he latterly served on their European Board as Director of Corporate Communications, Internet Services and Investor Relations for 3 years.

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