

# CONSUMERTECH TRADE MISSION TO NEW YORK CITY 2025

23-26 JUNE 2025



## ABOUT GROW LONDON GLOBAL

Grow London Global is a free 12-month programme for London-based tech companies that want to expand internationally - the successor to the Mayor's International Business Programme, which has helped 1,300 London scaleups including Monzo, Revolut, Checkout.com, Brompton Bicycles, Mr & Mrs Smith and Bloom & Wild reach their global expansion goals.

The programme offers expert advice, workshops, events, networking opportunities with partners, corporates, investors, peers as well as unrivalled opportunities to make valuable contacts into your target market on trade missions across the world.

For more information, visit: [grow.london/global](https://grow.london/global)



AudioMob is the world's leading in-game audio advertising platform, helping brands reach mobile gamers without interrupting gameplay. Trusted by Coca-Cola, Samsung and Disney, our patented, privacy-first tech delivers high engagement across global audiences—transforming how brands connect with consumers through immersive, non-intrusive audio ads in mobile gaming and app environment.



**Chris Kotecki**  
Demand Partnerships  
Manager



Expansify AI is the growth platform and partner for all SMEs for the future. It uses AI to grow your brand across the web and socials and influencer-led campaigns, boost engagement, and drive optimised results. From SEO that ranks higher, to content that hooks, to email campaigns that convert, and influencer led campaigns that scale virally — Expansify AI doesn't just market. It amplifies buzz and more sales.



**Tom Nash**  
Founder & CEO



Happaning is an innovative media-tech start-up transforming live experiences through AI-powered multi-view video technology. Our platform enhances audience engagement and event security by enabling viewers to effortlessly switch between multiple live perspectives, creating personalised experiences and smarter, non-intrusive brand integration for events and broadcasts.



**Ando Eniwumide**  
CEO



Immersive Fox - your AI Partner for Mastery: From an Idea to a Full Video Course in Minutes. A cutting-edge L&D AI Agent, designed to elevate employee training globally. Immersive Fox's AI transforms raw course materials into dynamic, bite-sized educational videos instantly with the AI replicas of your brand ambassadors. Just upload your slides, documents, or long-form videos. Our AI does the rest – scripting and producing engaging short-form videos tailored to your learners.



**Alisa Patotskaya**  
CEO



InfluencerConnect™, recognised by Cannes Lions, is a revolutionary influencer marketing platform by Comms8, connects brands with 100K+ influencers across Chinese, Asian, and emerging markets. Bridging Western and Asian audiences, it leverages AI-driven insights, precise filters, and transparent pricing to streamline influencer marketing across 12 social platforms.



**Carol Chan**  
Founder



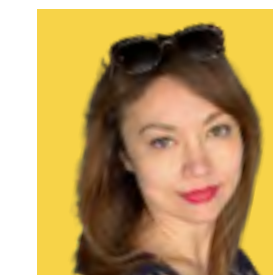
KidsKnowBest is the leading audience specialist research and marketing agency, helping brands reach the hardest-to-engage audience: Kids. We are powered by our proprietary data platform, Nougat, a research and insights tool that continuously optimises decision-making for your brand.



**Joel Silverman**  
Co-Founder & CEO



Mercaux's In-Store Clientele and CX Unified Commerce Platform empowers retailers to deliver exceptional shopping experiences, both in-store and remotely, to boost sales, loyalty, and profitability. A single app for Store Associates with Clientele, Remote Selling, Product discovery, mPOS, and more, is supported by a suite of Self-Service Customer solutions.



**Olga Kotsur**  
Co-Founder & CEO



Objective is a bespoke solutions provider, with a strong focus on being data experts. From data warehouses to deep learning forecasting models, we can help. Working with ambitious SMEs through to Blue Chip organisations, cross sector.



**Lara Fox**  
Managing Director

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Odicci empowers businesses to engage, acquire and retain customers through loyalty-driven omnichannel experiences with interactive content and gamified interactions.



**Jacques Prothon**  
Founder & CEO



Proximity is the award-winning Retail Super-App, a global clienteling platform providing intuitive tools for store teams. One platform to capture data, boost sales, and deliver personalised service. With clienteling, appointments, events, and transactions, Proximity helps store teams sell smarter and create experiences that drive loyalty and sales. Live in over 35 countries, headquartered in London, with offices in New York and Sydney.



**Chris Wood**  
Global Head of Sales & Strategic Partnerships



Socially Powerful is a global marketing agency specializing in influencer marketing, social media, and creative campaigns. With 130 employees and £20M+ turnover, it focuses on data-driven strategies and disruptive growth powered by the human mind and technology.



**Jess Smith**  
US VP of New Business



TRIBE connects leading brands with our opt-in community of diverse and talented creators to craft high-performing, story-led content. Powered by proven technology, real data and an expert team, it's never been easier to execute creator strategies that rival the world's most innovative brands.



**Josh Blaylock**  
US Sales Lead



VividQ is a deep tech company revolutionizing display technology with its advanced software for holographic 3D experiences. It enables realistic, immersive visuals for AR/VR, automotive displays, and consumer electronics, redefining how people interact with digital content. Their cutting-edge innovations shape the future of visual computing and immersive technologies.



**Samantha Creswick**  
Chief of Staff



ZigZag is a leading platform optimizing e-commerce returns for retailers. It streamlines the returns process with a global network, reducing costs, waste, and friction while enhancing customer satisfaction. Supporting sustainable commerce, ZigZag enables businesses to manage returns efficiently and improve reverse logistics worldwide.



**Al Gerrie**  
Founder & CEO



## The Grow London Global mission team



**Diana Londono**  
Business Development Manager



**Vanessa Romer**  
Senior Trade Manager – Creative Technology



**Jack Brooks**  
Senior Programme Manager - Missions



**Zofia Todd**  
International Trade Executive - Creative Technology



**Zahrah Ahmad**  
Programme Executive



**Jennifer Singh**  
Senior Marketing Manager



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