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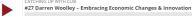


CATCHING UP WITH CUB EPISODE #27

Daniel catches up with Darren Woolley, Founder & Global CEO of Trinity P3. With offices in the USA, Europe and Asia, Trinity P3 is a Marketing Management Consulting Company that helps businesses all around the world improve their marketing output. With a background in analytical science & creative directing, Darren has created an industry leading service over the past 20 years.

Daniel & Darren discuss how to innovate and pivot your business with a customer centric approach, reflecting on market transitions and the opportunity that lies in economical changes.





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FIND OUT MORE

LINKEDIN: Darren Woolley

Trinity P3

WEBSITE: www.trinityp3.com

FAVOURITE BOOK(S): 'Maverick', Ricardo Semler

'Putting stories to work', Shawn Callahan

'E-Myth', Michael Gerber

'Zag', Marty Neumeier

FAVOURITE QUOTE: "Insanity is doing the same thing over and over again and expecting different

results.", Albert Einstein

GREATEST LESSON(S) IN Opinions are like assholes - everyone has one BUSINESS:

If something is not working, try a different tack.

Be willing to back yourself and your team all the time.

REASON TO JOIN CUB: To belong



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