



## Darren Woolley – Embracing Economic Changes & Innovation

### 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.



#### FIND OUT MORE

LINKEDIN: [Darren Woolley](#)  
[Trinity P3](#)

WEBSITE: [www.trinityp3.com](http://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 BUSINESS: *Opinions are like assholes - everyone has one*  
*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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