



European Technology Summit



Nick Brackenbury

Co-founder and CEO

NearSt

 [nickbrackenbury/](#)

Nick is co-founder and CEO of NearSt, a retail technology company getting people back into high street shops. The company's NearLIVE technology is connecting every product in every shop worldwide to the web, making it as easy to find something you want nearby as it is today to find it online. Their Real-Time Local Inventory data is already being used by Google to boost footfall in local stores across the UK.

A former Account Director at Ogilvy, Nick built out some of the agencies key early analytics and digital platform capabilities across clients including Land Rover, Nestle, and BP's London 2012 Games sponsorship.

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