

Simon Ward – Biography

Founder and Global CEO of The Inspired Thinking Group



Simon is a serial entrepreneur and formed ITG in 2009 following a number of successful business builds and sales, including Greystone and the SP Group.

From the start of ITG, Simon's passion has always been the development of technology and innovation to lift the marketing sector out of administrative and time-wasting tasks. ITG today is a global business of over 1350 employees, delivering global game-changing, award-winning marketing technology and services.

Simon's success has in no small way been achieved because of his absolute determination to build environments that people can thrive in and enjoy.

From his commitment and energy to creating industry-recognised culturally aligned teams, to his dedication to building responsible companies, such as achieving the status of being a carbon-neutral Climate Partner Certified Company – to the UK's wellbeing business of the year.

He is chair to a number of other businesses in addition to his role at ITG and also provides constant support, mentorship and investment to many small enterprises – often local to him or close to his heart.

ITG is now in the next stage of its growth following Bridgepoint – the European financial investment fund – becoming a stake holder in early 2022. So, Simon's unchanging vision to transform tomorrow's marketing sector continues, but on an even larger global scale.

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“Marketing is an industry dominated by deliberate complexity, which has always frustrated me. It is the art of finding simplicity and making things easier which should be our collective focus”