

NICK BELL

Founder & MD, WME Group

Serial entrepreneur, BRW Young Rich Lister and successful investor



March 2017 - **Nick Bell** is one of Australia's most prolific self-made businessmen. A university dropout, Bell was ranked 38 on the 2016 BRW Young Rich List. The result came off the back of several business successes that included halo companies [WME](#) and [Appscore](#), as well as a number of other business in both in Australia and overseas.

Originally from country Victoria, this cheeky but compassionate entrepreneur has a hugely motivational story. From university dropout to hotel porter, professional golfer, and now global digital marketing and tech influencer, Bell is one of the most driven, passionate and hard working businessmen in the country.

In 2008 the then 28 year old had just seen one of his businesses fail and was down to his last \$400 when he decided to start up **WME**—a digital marketing company that specialises in web design and development, SEO optimisation, social media marketing, content production, pay-per-click advertising and web design & development.

Today Bell has grown WME into a multinational company with seven international offices including Los Angeles, Dubai, Singapore and Hong Kong. It has more than 450 staff, over 4,400 clients, and an annual turnover of around \$50 million.

In 2010, while WME was growing strong, Bell founded **Appscore** with former ANZ project manager and BHP Billiton consultant Alex Louey. Appscore is a mobile-first digital agency that quickly found success and significant clients including Etihad, NAB, Telstra and Samsung. It now has global offices and turns over around \$20 million annually.

The success of WME and Appscore has allowed Bell to startup and invest in other businesses. He founded Hosting Australia, USEO, SEO Agency, First Page and Results First. He is also an investor in Tribe, Ideapod, Lead Chat and Greenfields.

Aside from being acknowledged in the BRW Young Rich List 2016, Bell has been recognised by Deloitte and SmartCompany for founding one of the fastest growing technology companies in Asia. He was also a Finalist in the 2016 EY Entrepreneur of the Year.

Bell's numerous businesses and investments see him travelling frequently and working long hours. He attributes his drive, determination and stamina to family, physical activity and a love of organic food.

For more information on Nick Bell or his companies, or to set up an interview, please contact Samantha Dybac: Samantha@smwygroup.com.au | 0411 251 373

Key Interview and Speaking Topics:

- Global digital marketing trends
- Being investor ready: When is the best time to raise capital and what you should look for in an investor
- Investor advise: The do's and don'ts of investing and what role to play as an investor
- How to build (scale) a global tech business
- Why hiring for culture is more important than skills or degrees

Recent Notable Achievements

- BRW 2016 Young Rich List Debut
- EY Entrepreneur of the Year Finalist
- Men's Style 2016 Men of Influence List
- Deloitte 2014 & 2015 Technology Fast 500 Asia Pacific
- 2014 Telstra Business Awards Finalist
- 2012 & 2013 SmartCompany Smart50
- Anthill Top 100 Coolest Companies
- Premier Google Partner