

Transcript

Title: Andrew Collins - 2021 Innovation Impact Award Finalist

Year: 2021

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Andrew Collins is the Group CEO at Mailman, a business turning sports brands into media and entertainment companies – especially in emerging markets such as China.

He was introduced to the opportunities China offered while in Shanghai as a Swinburne undergraduate, attending a Global Leader Symposium. And returned three years after graduation, turning a small print media company into one of China's most influential global sports digital consultancies and agencies.

Andrew and his team have helped some of sports biggest names build their audience in China, while transforming the global sports content market at the same time.

Having the foresight fifteen years ago to see not only the potential of China as an emerging media market, but also to see how digital platforms could enable a completely different publishing model means Andrew has been a key player in the transformation of a whole industry and shows how the Swinburne experience helps students look beyond Australia's shores to the opportunities in the rest of the world.

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