

SUSTAINABLE FUTURE FORUM

2022 | NAVIGATING THE TRANSITION



BIOGRAPHY

GAVIN LAIDLAW

Chief Commercial Officer, Signal Ltd

A highly experienced energy industry professional with a strong commercial background and a track record of delivering exceptional and sustainable P&L and people development outcomes, across a range of downstream businesses and contexts.

Over twenty five years of Global sales and marketing experience, with particular exposure to the Asian business and cultural context, have equipped Gavin with a strong suite of coaching, mentoring and motivating leadership tools. An authentic, highly regarded and personally inspiring leader, with a reputation for developing teams, devising and implementing sound business strategies, innovating and driving both top and bottom line growth.

Gavin has successfully completed management assignments in Management Consulting, Sales and Marketing, M&A, Operations and most recently in Startups & Scaleups.

Gavin is a graduate of the prestigious Oxford University, where he studied Geography at St John's College. He is also an alumni of London Business School. His career started in Exxon Mobil, before a sixteen year stint in Shell. He then took on a Country General Manager role for Puma Energy in the Far East, before his appointment as Chief Commercial Officer at Signal.

Signal is an exciting and highly promising Clean-Tech start-up, that fulfills Gavin's long held ambition to work in a smaller, more entrepreneurial environment, where he can leverage his experience to help the environment, reduce emissions and save customers money.

In his spare time, Gavin is a keen sportsman, enjoying playing and watching football, cricket, and golf, and is a keen runner. He is also an avid military historian. Gavin has been married to Michelle, a Singaporean, for over twenty years, and has three children aged 19, 16 and 12 years old.

