

InnerGroup appoints David Farrant as Global Head of Growth

NEW YORK CITY, NY, UNITED STATES, October 6, 2026 /EINPresswire.com/ -- [InnerGroup](#) has appointed David Farrant as Global Head of Growth, responsible for building the firm's client base among brands with in-house marketing teams across its four practice areas: InnerAdvisory, InnerTalent, InnerStudio, and InnerAutomate. Farrant reports directly to CEO James Sanderson.

In-house marketing teams are changing faster than the frameworks designed to support them. InnerGroup's [InnerAssessment](#), completed by more than 250 in-house marketing leaders, consistently surfaces the same gap: the advisory and implementation models most brands rely on were built for a different era and a different scale.

"Brands are moving fast. They are restructuring how they work, bringing more capability in-house, and adopting AI at a pace that outstrips most advisory frameworks built for enterprise. What most in-house teams do not have is a trusted external partner who understands the operational reality of what they are trying to build. That is the gap InnerGroup was built to close, and the gap David Farrant is here to address." – James Sanderson, CEO, InnerGroup

Based in the US, Farrant brings more than 25 years of commercial leadership across agencies and consultancies. He held senior growth roles at Tag, MullenLowe London, and OLIVER, where he worked as New Business and Implementation Director, helping brands design, build, and run bespoke in-house agencies and ecosystems.



David Farrant, Global Head of Growth, InnerGroup



InnerGroup Logo

He helped build and scale Karma Design, a branding and design consultancy in the Bahamas, which he led for more than a decade. Most recently, he advised a portfolio of agencies across the US, Europe, and the Middle East on new business strategy and commercial transformation, converting multiple six and seven-figure opportunities across international markets.

“In-house teams are moving faster on AI and operational change than most people realize. They are also among the most underserved by the models that exist today. InnerGroup was built for them. My job is to make sure the leaders navigating that change know we can help.” – David Farrant, Global Head of Growth, InnerGroup

About InnerGroup

InnerGroup is a global in-house marketing operations company that helps brands build and improve their in-house marketing and creative teams through operations advisory, talent and staffing, offshore creative production, and AI automation. An EKCS company, InnerGroup operates across the US, UK, Canada, India and Australia.

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