Robert Rowe

Business Management Apprentice @ Kantar

What was your motivation for selecting this apprenticeship?



I really enjoyed A-Levels and despite COVID disruptions it gave me time to reflect and focus on my next steps. I was eager to continue my education, having selected several universities to pursue an interest in marketing/analytics. But I just couldn't justify the overwhelming fees.

For some people University is the go-to route for their career, but for me this just wasn't the case. I decided that an apprenticeship was my best option, it combined my aspirations for pursuing education and would prepare me for a 9-5 lifestyle. Once I had finished A-levels I began the search for an apprenticeship, I admit it was a struggle, I was sending applications left-right-and-centre, to receive no reply. I had second thoughts of pursuing an apprenticeship, but this changed after I came across Multiverse – a business that simplifies the application process.

After filling out a few details, I started to receive invites to assessment centres, it only took one. Just like that, I'm pursing an enjoyable 9-5 job, living in

What are your challenges?

Despite having a wealth of 'homework' and assignments during A-Levels, you'd expect I'd mastered the act of time management.

Well, I wish this was true! Balancing my social life, University and full-time job can be difficult. I've had to make tough choices in order to manage my time effectively.

Resources on Apprentice Nation, AoA learn, and LinkedIn have helped immensely, and I feel more confident with the workload. I often find adding my OTJ hours to be the most demanding task, so if anyone has any tips!

There have been several challenges throughout my apprenticeship. But my supportive senior leadership team have always been there to help.

I find that it's better to speak up about any challenges. People will more often understand my circumstances, due to my busy schedule and would often praise my ability to work a 9-5 whilst balancing University.

What are your top 3 highlights of being an apprentice?

One of my best moments as an apprentice was my opportunity to promote this incredible programme in The Times. As an apprentice, I understand the value and benefits of this educational and professional pathway, and it was a privilege to share my experiences and insights.



I've been fortunate to have the opportunity to write articles for publications such as The Grocer and The Daily Star. As a data analytics apprentice, I was able to analyse and interpret the data, creating compelling and informative pieces. Being able to contribute to

these publications was an exciting and a rewarding experience.

Being a member of the Association of Apprentices, I was offered the once in a life time opportunity to attend the King's Coronation party at Windsor castle. What made it better was getting a front row seat and getting 2 seconds of fame on television!

At my place of work, I and my peers have had the chance to present our successes to directors and as a result have been invited out for places to eat with members of the board to talk about our experiences.

What are your career aspirations

It's difficult to say what I want to do after my apprenticeship, I've certainly been spoilt for choice having spent nearly 3 years moving throughout the business.

Though I think I can focus it down to a role orientating around creativeness and problem solving. I've enjoyed thinking out of the box when it comes to client proposals and producing internal/external marketing material for training and promotion.

For any future careers I'd hope that my experience as an apprentice would help influence the application process, however I do hope to prolong my career at my current employer.

If I were to compare myself now to the me back in 2021, I would see a person struggling due to a lack of confidence.

Whereas now, I've moved away from my home in Devon, to the bustling city of London, working at a multi-billion-dollar business as a degree apprentice whilst volunteering as an apprenticeship ambassador.

I would say my apprenticeship has positively impacted my life for the better, and for anyone thinking about an apprenticeship, just go for it!

How have you changed or developed within your apprenticeship?

I have developed both personally and professionally within my apprenticeship. When I started, I had some doubts about whether a city job would suit me, having grown up in the countryside.

However, I have come to appreciate the dynamic and fast-paced nature of city and the exciting opportunities it can offer.

One significant development is my confidence, particularly when it comes to speaking with senior colleagues and clients.

Through exposure to a professional environment and the guidance of supportive mentors, I have been able to develop my communication skills and learn how to articulate my ideas and opinions effectively.

Your life in music

If my life were to be represented in music, it would likely be a mix of various genres with a strong influence from the vibrant and diverse sounds of the 80s.
I'd choose Electric Light Orchestra (ELO) as a reference point because of their fusion of rock, pop, and orchestral elements.

I'd say their work was pivotal for the music industry as it introduced auto tune elements as an artistic taste, which is similar to the modern day.