



## Barry Gibbons

Former Global CEO of Burger King



### CSA CELEBRITY SPEAKERS

Barry Gibbons earned the title of 'Turnaround Champ' from Fortune Magazine thanks to his phenomenal success in boosting Burger King's fortunes. Within a year of taking on the role, Burger King was opening two new restaurants a day around the world. Having retired from big business, he is now a successful author, speaker and is co-founder of the UK publishing business Infinite Ideas.

**Believing that managing isn't enough he debates what it really takes to be distinct in your leadership, product development, service delivery and customer relationship**

#### In detail

During Barry's 5 years as the US-based Chairman/CEO of Burger King he received international acclaim. He has since co-founded and invested in a variety of ventures including a branded food service business, a magazine-CD publishing company, speciality coffee bars and a Latin theme restaurant that opened in Disneyland. He was also Executive in Residence at the University of Miami School of Business and is a regular on the BBC's Bottom Line business broadcast.

#### What he offers you

Barry's aim is to show audiences how to stay ahead in fast changing and unpredictable markets by keeping yourself, your products and your company fresh. With his Anglo-Irish charm he shows how to lead (not manage), and how to energize people who work for you, with you and above you. Above all, he offers ideas on how to bring it all together to get distinction and excellence in all that you do.

#### How he presents

Wit and energy are in plentiful supply from this refreshingly alternative thinker and business leader.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.



Video