



## Barbara Cassani CBE

Leading Expert on Leadership and Start-ups and First Chair  
of the London 2012 Olympic Bid



### CSA CELEBRITY SPEAKERS

Barbara Cassani CBE is a leading expert on leadership and start-ups. She founded the low cost airline Go and spearheaded the successful London 2012 Olympic bid. She is currently a partner in 3x + Y Ventures which was established to identify start-up and growth opportunities in the UK travel and retail sectors. She was named president of Vueling, the low cost airline, in 2007 and appointed Executive Chairperson of Jurys Inn hotels in 2008.

**"In 2002, Barbara Cassini was named as the Veuve Clicquot Businesswoman of the Year"**

#### In detail

Upon graduation in 1984 Barbara worked as a management consultant for Coopers & Lybrand before moving to work in the U.S. operation of British Airways. There she worked in sales, marketing, and on the team that integrated Dan-Air into BA's business. She was awarded an honorary degree from Cranfield University in 2004. She started her career in management consulting then worked in wide variety of roles at British Airways. In 1997, Barbara started-up Go, the low-cost airline, with a £25m investment from British Airways and guided the airline to profits in less than 3 years as its CEO. She then headed a £110m management buyout and a year later Go was sold to easyJet for £374m.

#### What she offers you

Through her experiences within the airline industry and the successful London 2012 Olympic bid Barbara is well positioned to explain to decision makers how to create a highly motivated team, increase competitiveness and develop winning business strategies. She gives fascinating insights into how to create a successful company with limited resources in a short space of time.

#### How she presents

An engaging and dynamic speaker, Barbara's presentations are filled with innovative ideas and are guaranteed to show audiences how to leapfrog the competition, delight customers and increase both sales and profits.

#### Topics

Leadership

Taking on Big Challenges: Starting an Airline and an Olympic Bid

Start-ups

#### Languages

Barbara presents in English.

#### Want to know more?

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

#### How to book her?

Simply phone, fax or e-mail us.

#### Publications

**2003**

Go an Airline Adventure'Likely to [be] one of the business reads of the year' Dominic O'Connell, Sunday Times



Barbara was a polished performer who gave a very good delivery  
- MiP

