

Brian McBride

CBI Vice Chairman & Former Chairman of ASOS & Former CEO of Amazon UK

CSA CELEBRITY SPEAKERS

Brian McBride is the Chairman of Trainline and in 2022 will become President, Confederation British Industry (CBI). Brian focuses on helping companies develop digital strategies in consumer-facing businesses tackling rapidly evolving markets.

Brian McBride is a truly global digital and leadership legen

In detail

Glasgow born, Brian started his career as a Salesman at Xerox and brings to Clients entrepreneurial experience at some of the most cutting-edge telecoms, electronics, and online retail companies in the globe, including as the UK CEO of Amazon and Chair of ASOS. A former senior adviser at Lazard, a world leading financial advisory company, Brian's counsel is also well sought after by the UK Government where he is the lead Non-Executive Director Brian has executive and board experience across the global digital world, from China and Japan to US and Germany. He has served on the boards of various organisations including the BBC, Celtic FC PLC, Huawei and was also on the UK Government's Digital Advisory Board.

What he offers you

An experienced speaker at international events, Brian shares his learning and insights on being data driven, the device's usage and social media implications and how to transform traditional business culture into an environment ready to compete intelligently in the e-commerce world.

How he presents

Brian is a highly motivating and articulate speaker. His enlightening presentations are always well received. He not only inspires but also presents his clients with actionable solutions that can be implemented immediately.

Topics

Leading in a Disrupted World

How Digital is Transforming Commerce

Workplace Innovation

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 or e-mail us.

Video