



## Martin McCourt

Former CEO of Dyson



### CSA CELEBRITY SPEAKERS

Martin McCourt has spent over 40 years working at the heart of British-based manufacturing, design and marketing for quality brands such as Dyson, Mars, Duracell, Toshiba and Pelikan. In 2019 he joined the Board of Weber as a nonexecutive Director and strategic adviser.

**"2010 UK Business Leader of the Year"**

#### In detail

Martin was the CEO of Dyson for 15 years. As CEO, he devised and implemented a strategy that transformed the company from a single product, single market producer into one where 80% of the business came from over 60 markets around the world, achieving market leadership in the majority including the USA. He is Chairman to FreeFlow Technologies, Chairman of Lightfoot which was launched in 2013 and Chairman of The Dudson Group. He is also Chairman of Glen Dimplex Group, founded over 40 years ago. Additionally, he is Chairman of The Learning Curve Group, and Venture Founders, a UK-based equity investment platform designed to make Angel and Venture Capital style investing more accessible, affordable and transparent.

#### What he offers you

Martin demonstrates to audiences the importance of innovation, the role of leadership, and the differences (and similarities) between large and small businesses. He looks at growing a business in challenging times, expanding overseas, and the importance of manufacturing and export to the UK economy.

#### How he presents

His informative and unconventional presentations make Martin McCourt a sought-after commentator at conferences around the globe.

#### 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.

#### Topics

How UK Business Should Prepare for Brexit  
Business Competitiveness  
Emerging Markets (BRIC+)  
International Expansion  
Leadership  
Innovation  
Manufacturing & Engineering