



Gerald Ratner

Former Chief Executive of Ratners Jewellery



CSA CELEBRITY SPEAKERS

Gerald Ratner was the millionaire chief executive of the British jewellery chain Ratners Jewellery, which he built into the world's largest jewellery retailer business consisting of 2500 shops, making £125m, with a turnover £2billion. After some uncomplimentary remarks Gerald made at the Institute of Directors regarding product quality, the company suffered financial losses, and was renamed Signet Group in 1993. Gerald went on to re-launch his career in the jewellery sector with www.geraldonline.com in 2004.

"Mr Ratner's gaffe has become a textbook case in business schools around the UK"

In detail

After Ratners, Gerald focused on the leisure industry, opening a successful gym in Henley-on-Thames which he later sold for an impressive profit. This gave him the opportunity to launch his own on-line jewellery company Gerald Online 2004. As current CEO, Gerald is once again returning to the fore front of Britain's jewellery trade and is proving that well known brands can recover from just about anything.

What he offers you

Gerald offers audiences a first hand account of the demise of his multi-million pound jewellery business and how he has managed to put this behind him and successfully re-launch his career in a highly competitive marketplace. Strong practical business messages and the execution of management strategies, combined with innovative ideas are guaranteed to show audiences how to beat the competition, delight customers and increase both sales and profits.

How he presents

An incisive and astute businessman, Gerald is also a charming and witty speaker, captivating audiences with his incredible story of both his success and failure.

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.

Topics

Marketing and Branding
Recovering from Adversity
Entrepreneurship
Strategic Management
Risk