



Stephen Archer

Cutty Sark Communications Director



CSA CELEBRITY SPEAKERS

Stephen Archer is Cutty Sark Communications Director and has been running his own businesses since 1990. Stephen joined the board of Cutty Sark in 2006 after consulting on an event at Buckingham Palace. Stephen has also performed a consultancy role to clients in the areas of strategic marketing, research, organisational alignment and internal communication.

"Start with the end game in mind"

In detail

He was the Founder and MD of Archer Young Marketing (AYM) for 11 years and Senior Partner of Archer Solutions. His specialist industry knowledge extends to the automotive, mobile telecommunications, healthcare, biotechnology and pharmaceuticals and FMCG sectors. Stephen is a graduate in business with specialisation in marketing, a member of the Chartered Institute of Marketing and is the 26th Chartered Director in the UK.

What he offers you

Stephen presents a very interesting story and has many great lessons. His presentations also have many moments of great humour and provide a fascinating insight to the workings of national and global media and the frenzied world of the press. In all cases Stephen applies a uniquely abstract approach to issues in order that key decision makers in an organisation share in the broadest possible scope of solution routes prior to 'best fit' being agreed. This is also done with a process by which ownership of the answers is maximised. His underlying passion is for the creation of a sustainable culture which itself becomes the client's biggest enabler.

How he presents

Stephen is a maverick, lively presenter who presents an engaging and compelling story of a national icon that most people relate to. He involves anecdotes and his audiences in his memorable presentations at any opportunity. His skills include facilitation of change groups and project analysis at the highest level.

Topics

The Cutty Sark Story and Crisis
Motivational Speech on Leadership
Conference Facilitator and Moderator
Crisis Management and Crisis PR
Strategic Communications

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.

Publications

1998

He wrote the definitive book on the Aston Martin Zagato