



Barry Gibbons

Former Global CEO of Burger King

"Known as 'The Man Who Brought The Whopper To Britain' "

Barry Gibbons earned the title of 'Turnaround Champ' from Fortune Magazine thanks to his phenomenal success in boosting Burger King's fortunes. Within a year of taking on the role, Burger King was opening two new restaurants a day around the world.

TOPICS:

- Leadership - Profession or Condition?
- Your People: Energised or Alienated?
- The 'New' Branding Challenge: Distinction Amid Clutter
- Customer Service - Rising above the Ho-Hum

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2006** Five Loaves, Two Fishes and Six Chicken Nuggets
- 2003** Dream Merchants and Howboys: Mavericks, Nutters and the One True Road to Business Success
- 2002** Warning! May Contain Nuts
- 1999** Chronicles from the Planet Business
If You Want to Make God Really Laugh Show Him Your Business Plan
- 1996** The Indecision is Final

IN DETAIL:

When he took over, Burger King had no representation in the UK but they acquired the Wimpey brand to develop a thriving business. Barry received international recognition for his performance as the US-based CEO of Burger King Corporation for five years. He has since co-founded and invested in a variety of ventures including a branded food service business, a magazine-CD publishing company, speciality coffee bars and a Latin theme restaurant that opened in Disneyland. He was also Executive in Residence at the University of Miami School of Business and is a regular on the BBC's Bottom Line business broadcast. Having retired from big business, he is now a successful author, speaker and is co-founder of the Infinite Ideas.

WHAT HE OFFERS YOU:

Barry's aim is to show audiences how to stay ahead in fast changing and unpredictable markets by keeping yourself, your products and your company fresh. With his Anglo-Irish charm he shows how to lead (not manage), and how to energize people who work for you, with you and above you. Above all, he offers ideas on how to bring it all together to get distinction and excellence in all that you do.

HOW HE PRESENTS:

Wit and energy are in plentiful supply from this refreshingly alternative thinker and business leader.