



## Dr. David Bryon

Former Managing Director of bmibaby

*"An outstanding and highly entertaining Speaker"*

Dr David Bryon is the former Managing Director of bmibaby, which grew to become one of the Europe's largest low cost airlines. He now enjoys a successful media career that includes a popular after-dinner comedy routine, professional business speaking, awards evening host, conference facilitator and TV presenting.

### TOPICS:

- 8 C's of Running a Business
- Challenge and Change within a Business Strategy
- Understanding Customers and the Customer Experience
- Tales from the Aviation Industry
- After-Dinner Comedy, Awards Host and Charity Auctioneer

### LANGUAGES:

He presents in English.

### IN DETAIL:

David was part of the senior management team that set-up the low cost carrier bmibaby in 2002. He was Commercial Director for 18 months before being appointed Managing Director. bmibaby reached a peak of 4.5m passengers per year and an annual turnover in excess of £200m. It was sold to IAG (British Airways) along with the parent company (bmi). David is a regular guest on various national programmes including Radio Five Live, BBC Radio 2, BBC News 24, and Sky News. David is a Fellow of Burton & South Derbyshire College, and a Trustee of the O'Connor Gateway Charitable Trust which supports people in recovery from drug and alcohol addiction.

### WHAT HE OFFERS YOU:

David's business presentation revolves around his 8 C's of running a business, namely Competition, Challenge, Change, Customer Service, Communication, Cash Flow, Cost Control, and Compliance. David also offers a highly popular after-dinner comedy routine based around flying, which is perfect for all corporate audiences. He is also an awards evening host and conference facilitator.

### HOW HE PRESENTS:

David is a highly entertaining and versatile speaker with a wealth of media experience.