



## Roger Flynn

Transformational Change CEO

*"A practitioner in transformational change"*

Roger Flynn stands as a distinguished CEO and a master of transformative change, with a track record of propelling global giants like Virgin, British Airways, Prudential and the BBC into new eras. Currently, he wears the hat of Chairman and investor across diverse realms such as media, travel and technology, shaping their future.

### TOPICS:

- Transformational Change
- Digital Disruption
- Thought Leadership
- Delivering Change
- Innovation Insights

### LANGUAGES:

He presents in English.

### IN DETAIL:

Roger started his career at Virgin working directly for Sir Richard Branson on deals and new business ideas. As General Manager of World Sales & Distribution at British Airways, he transformed a £1.2 billion distribution system, pioneered electronic ticketing, and launched ba.com across 72 countries. Notably, Roger led the BBC Ventures Group as Chief Executive, achieving a remarkable transformation and subsequent sale that generated over £1 billion in value. He also made his mark as Chairman and investor in loveholidays.com, disrupting the UK's online travel sector. Currently, Roger chairs private equity-backed businesses and is President International at SDI Media Group, a global company providing services to major players in the film and television industry.

### WHAT HE OFFERS YOU:

With a rich history propelling transformative change and investing in disruptive ventures, Roger brings a wealth of experience to the table. His insights, stories, and experiences have proven invaluable to organisations across the globe.

### HOW HE PRESENTS:

Roger seeks to understand the strategic, business and cultural challenges facing organisations and tailors his insightful and inspiring presentations to have maximum relevance and impact on the audience. He is a convincing and highly entertaining speaker who challenges his audience to think differently.