



# Archie Norman

British Politician and Renowned Businessman



CSA Celebrity Speakers Ltd

From 1991 until 2000, Archie Norman was Chief Executive and then Chairman of Asda, the large supermarket chain, and was credited with turning it around and making it the second largest in the UK, before its sale to Walmart in 1999. He helped form the think tank Policy Exchange. In 2002 he joined Energis as Chairman having led a consortium of banks in the purchase and refinance of the UK arm from the administrators of Energis Plc. Archie has set up a new management partnership, Aurigo Management Partners, which acquired HSS in 2007.

**"Archie is without doubt one of the UK's most respected retail executives"**

## In detail

Mr Norman was elected as Conservative Member of Parliament for Tunbridge Wells in the 1997 general election. Whilst in Parliament he served as a shadow minister from 1999 until 2001, when he returned to the backbenches. He stood down as MP at the May 2005 general election. He has also previously been a Member of the HM Government Deregulation Taskforce (1993-1997) and a Member of the Anglo-German Deregulation Taskforce in 1995. In 2003 he was appointed as Senior Advisor to Lazard. He is also Deputy Chairman of Coles Group, the second largest retailer in Australia and is advising Wesfarmers on the business turnaround.

## What he offers you

A remarkable and successful businessman, Archie has held a number of prestigious positions for major blue-chip companies. He is one of Britain's leading businessmen with a long term track record of business change and value creation. He has built very strong management teams and led transformations of major British businesses and served on the Boards of several others. Drawing on his experiences he is able to show decision makers how to design effective business strategies to improve performance, to successfully motivate the workforce and to effectively deal with change.

## How he presents

With a combination of political prowess, sound business experience and incisive wit Archie's presentations are always highly informative and well-received.

## Topics

Change Management  
The Retail Industry  
Designing Effective Business Strategies  
Value Creation

## 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.

## Credentials

He has an Honorary Degree from Leeds Metropolitan University, has been elected to the Marketing Society Hall of Fame and been voted Retailer of the Year.