



## Brian McBride

Chairman of ASOS & Former CEO of Amazon.co.uk



CSA Celebrity Speakers Ltd

Brian McBride is Chairman of ASOS, the leading on-line fashion retailer, and Wiggle, the on-line cycling retailer, where he led the recent merger with Chain Reaction Cycles. He is a member of the UK Government's Digital Advisory Board, which steers the digital delivery of Government services to citizens.

**"An expert on retail and data driven companies"**

### In detail

Brian is also Senior Non Executive Director at AO.com, Senior Adviser to Lazard's Global Financial Advisory business and Senior Adviser with Scottish Equity Partners. He was CEO of Amazon.co.uk from 2006 to 2011 having led it through its high growth period. He began his career with Xerox and subsequently worked in senior roles at IBM, Dell Computers and as Managing Director of T-Mobile (UK). He has been a Non Executive Director of Celtic Football Club PLC, SThree PLC, and Computacenter PLC and has served as a Non Executive Director on the Board of the BBC and the Advisory Board of Huawei UK.

### What he offers you

An experienced speaker at international events, Brian shares his learning and insights on being data driven, the device's usage and social media implications and how to transform traditional business culture into an environment ready to compete intelligently in the e-commerce world.

### How he presents

Brian is a highly motivating and articulate speaker. His enlightening presentations are always well received. He not only inspires but also presents his clients with actionable solutions that can be implemented immediately.

### 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 or e-mail us.



[watch video](#)

### Topics

The European Online and Digital Space  
The New Digital Context for Business  
Social and Mobile  
Leadership