



**Chas Howes**  
Former CFO of SuperDry



## CSA Celebrity Speakers Ltd

Chas Howes served as Chief Financial Officer of SuperGroup, the company behind the phenomenally successful retail brand, SuperDry. Chas helped grow the company from a handful of stores to over 200 outlets, increasing turnover from £41million to £314million, managing its IPO and achieving FTSE 250 status within one year.

**"A business strategy & branding expert"**

### In detail

Chas Howes is a qualified accountant. Prior to joining SuperGroup Chas worked in various finance and strategy roles within the brewing, drinks and retail sector. He previously held senior roles at Diageo Plc (United Distillers and Guinness), Allied Domecq, Fosters Group Plc and the Burton Group, before becoming Group Finance Director at La Senza Limited. He has worked both in the UK and Japan, undertaking operational, central and regional roles. He holds a number of non-executive directorships and is an active trustee of the National Star Foundation. Chas is currently an Angel Investor advising and mentoring start-up businesses.

### What he offers you

Chas speaks about the SuperDry brand, the company ethos and culture that helped it grow rapidly to become a leading international player in the fashion industry. After dinner Chas speaks about his career and the rollercoaster realism of launching a company's IPO in 4 ½ months!

### How he presents

A charismatic Storyteller Chas Howes inspires audiences with the phenomenal story of Super Dry.

### Topics

Superdry - The Story of the Growth, How it Became so Popular and How to Keep it Alive

How to Grow a Retail Brand Internationally?

Inspirational Leadership in an Entrepreneurial Business

Growth with Confidence

The Highs and Lows of Launching an IPO

### 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.