



## Fru Hazlitt

ITV's Managing Director of Commercial & Online, Former Chief Executive of Gcap & Virgin Radio



### CSA Celebrity Speakers Ltd

Fru Hazlitt is recognised as one of the most high profile business leaders working in Britain today. Her role at ITV brings together its online and TV sales businesses. The former Chief Executive of Fruxx Ltd., she is a firm believer that creativity and programming should lead, with sales and marketing supporting a radio station's output. She has over two decades of sales and marketing experience within the media sector across Magazines, Newspapers and Radio most notably at the Guardian Media Group and Capital Radio. She is a member of the Government's Digital Inclusion Panel and was named by the CBI as UK's First Woman of Media.

**"Fru made us howl with laughter, wince in empathy & think very hard about the future". East Midlands Chamber of Commerce**

#### In detail

Prior to joining Virgin Radio she was Managing Director of Yahoo! UK & Ireland since 2003. She joined Yahoo! in 2000 and built a clear vision of the future of interactive technology, the opportunity it presents, the creativity it can inspire and the need to listen to a generation who have grown up with the Web.

#### What she offers you

Credited with delivering the strategy for multi platform distribution for all Virgin stations, Fru has a clear vision of the future of interactive technology, the opportunity it presents, the creativity it can inspire and the need to listen to a generation who have grown up with the web. She draws on her comprehensive background in media sales and marketing to offer audiences insights into leadership in challenging conditions, speaking on the media industry and future directions for technology. Fru is a non executive board director of Betfair and with her background in general management, her proven commercial skills and her online experience with Yahoo, this makes her the ideal speaker at business forums and seminars.

#### How she presents

Inspiring and enthusiastic Fru has a reputation for delivering excellent presentations and getting the messages cross in an original and memorable way. She laughs in the face of adversity. She is renowned for her tremendous energy, her understanding of both media and technology and her ability to deliver real change and results on the ground.

#### Languages

She presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

#### How to book her?

Simply phone, fax or e-mail us.

#### Topics

Social and Business Networking  
IT and Online Business  
The UK Radio Industry  
Marketing, Branding and Positioning  
Successful Marketing Strategies and the Media  
Marketing and the Internet  
Leadership Issues