



# Howard Schultz

Chairman, President & Chief Executive Officer of Starbucks Coffee Company



CSA Celebrity Speakers Ltd

Howard Schultz is a highly successful businessman and entrepreneur. Having bought out the two founders in 1987 and taken the company public in 1992, he is currently chairman, president and chief executive officer of Starbucks Coffee Company. Howard has taken Starbucks from a mere 11 retail stores to in excess of 1,300 stores.

## "A world-class business leader"

### In detail

In 1981 Howard was the vice president in charge of U.S. operations for Hammarplast, a Swedish company that makes housewares and kitchen equipment. It was whilst at Hammarplast's that Howard noted "a strange phenomenon: a little retailer in Seattle was placing unusually large orders for a certain type of drip coffeemaker". The name of the business was Starbucks Coffee, Tea and Spice. Howard's curiosity led him to Seattle where he met Starbucks' two owners, who acquainted him with the history of their five stores. By 1982, he'd joined Starbucks and was helping it expand its reach to other cities. The rest, as they say, is history. He is also the former owner of the NBA's Seattle SuperSonics. In 2007 he received the FIRST Responsible Capitalism Award.

### What he offers you

Howard is recognised as one of the most influential, successful, and visionary business leaders in the world today. Known for having created two landmark programs for Starbucks partners (employees); comprehensive health coverage for part-time partners and equity in the company in the form of stock options, he draws upon his knowledge and expertise to offer audiences advice on achieving their ambitions and sustainable success.

### How he presents

Howard Schultz is a highly professional and passionate keynote speaker whose presentations are guaranteed to leave delegates inspired and motivated.

### 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.

### Publications

1998

Pour Your Heart into It: How Starbucks Built a Company One Cup at a Time

### Topics

- Customer Service
- Leadership
- Entrepreneurism
- Business Growth