



## Justin King CBE

Former CEO of Sainsbury's



### CSA Celebrity Speakers Ltd

Justin King is one of the most respected British business leaders. He served as CEO of Sainsbury's for 10 years until he stepped down in 2014. During his leadership Sainsbury's reported years of growth, hitting sales targets ahead of time. In March 2015, he was appointed interim chairman of the Manor Marussia Formula One motor racing team, reflecting a lifelong interest in the sport. In 2013, Justin was named Most Admired Business Leader by Management Today as well as Britain's Most Impressive Businessman in the IPSOS-MORI Captains of Industry Report.

**"A Pioneer in the British Retail Industry"**

#### In detail

In a thirty year business career spanning fast moving consumer goods and grocery retailing, Justin held management positions at M&S, Asda, Haagen Dazs, Pepsi and Mars. In addition, he was a non-executive director of Staples between 2007 and 2015, was board member of LOCOG from 2009 - 2013 and a member of the Prime Minister's Business Advisory Group from 2010 to 2012. He has also advised businesses as diverse as 2 Sisters Food Group and Thomas Cook.

#### What he offers you

One of the youngest CEOs in FTSE 100 history, Justin King's time in charge of Sainsbury's is seen as one of the great success stories of modern British business. In his presentation Justin explains the importance of changing the culture within organisations to achieve customer loyalty, to be competitive and to achieve a long term success.

#### How he presents

With a very down to earth story telling style, Justin is extremely well received by audiences at a wide range of events.

#### 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.

#### Topics

The Future of the Retail Industry  
Grocery Retailing  
Customer Loyalty  
Ethical Leadership  
Business Competitiveness