



## Hon. Prof. Kevin Morley

Former Managing Director of the Rover Group, Marketing Authority & Entrepreneur



CSA Celebrity Speakers Ltd

Kevin Morley is a gifted and accomplished communicator and motivator, his understanding of integrated communications, and the driving forces within the market, enabled him to achieve a remarkable turn-around in the fortunes of the Rover Car Group.

### A true visionary of what it means to be an entrepreneur

#### In detail

Kevin Morley joined the Austin Rover Group as marketing director, following a fast track career with the Ford Motor Co., during which he achieved 11 promotions in nine years. Within five years of joining Austin Rover, he was appointed managing director of the Rover Car Group, responsible for a turnover of some £ 3.2 billion and a staff of 1100. In 1992 he left Rover to start his own advertising and marketing agency - KMM - and took the entire Rover account, displacing some 59 other agencies across Europe. In 1995, after developing KMM into a major player in the market, he sold his interest to Lintas Worldwide for an undisclosed sum and took a 10% share in the Birkdale Group plc. In 2009, he featured in The Secret Millionaire on Channel 4, in which he visited one of the most deprived areas of London.

#### What he offers you

Respected for his ability to turn around businesses, his entrepreneurial approach to business development and his skills in putting together effective management teams, he has been asked to join several boards and is also advising one of the leading management consultancies on change and entrepreneurialism. His presentations offer an unparalleled understanding of integrated communications, and the driving forces within the market.

#### How he presents

A gifted communicator and motivator, Kevin Morley's presentations are extremely inspiring and humorous. With an energetic and light hearted discussion, he enlightens audiences on his successful turn at Rover, his experiences beyond this in a variety of private companies, as well as his involvement with many charities.

#### 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

1995

Integrated Marketing Communications (with Ian Linton)

#### Topics

Management of Change  
Company Turnaround  
Globalisation  
Customer Satisfaction  
The Changing Face of Communication  
Creativity and Innovation  
Entrepreneurialism