



## Martin McCourt

Former CEO of Dyson



### CSA Celebrity Speakers Ltd

As CEO of Dyson for 15 years, Martin McCourt led the business from niche vacuum cleaner maker to a global brand with an extensive product line. He transferred manufacturing to Asia, expanded into new global markets and increased Dyson's turnover to over £1bn.

"2010 Orange Business Leader of the Year"

#### In detail

Originally working in sales and marketing for brands including Duracell and Mars, Martin was drafted in by James Dyson to expand the company and drive it towards market dominance.

Martin was given control of the commercial side of the business leaving James to focus on the design, engineering and innovation aspects. He successfully transformed Dyson from a single market producer into a global market leader, drawing 80% of its income from over 60 worldwide markets and with operations in the US, Japan and Germany. Leaving Dyson in 2012, he became Director at Montagu Associates advising them on the manufacturing sector. In May 2015 he joined a crowdfunding platform VentureFounders as a senior adviser.

#### What he offers you

Martin demonstrates to audiences the importance of innovation, the role of leadership, and the differences (and similarities) between large and small businesses. He looks at growing a business in challenging times, expanding overseas, and the importance of manufacturing and export to the UK economy.

#### How he presents

His informative and unconventional presentations make Martin McCourt a sought-after commentator at conferences around the globe.

#### 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

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