Richard Reed

Co-Founder of Global Drinks Brand 'Innocent'

"A Start-Up Champion"

Richard Reed is well known as the co-founder of Innocent drinks and is one of the UK's most commercially successful entrepreneurs. He is now the co-founder of JamJar Investments, helping companies with his vast knowledge. Additional positions include as a presenter on Be Your Own Boss, the founder of Art Everywhere and the co-founder of the Innocent Foundation.

TOPICS:

- The Innocent Story from Start-up to Exit
- ESG - Environment, Social and Governance and Why They Matter
- Corporate Social Responsibility
- How Creativity Leverages Innovation

LANGUAGES:

Richard presents in English.

PUBLICATIONS:

2018 If I Could Tell You Just One Thing

2009 A Book About Innocent: Our Story and Some Things We've Learned

IN DETAIL:

Innocent Drinks began after Richard and his two friends graduated from Cambridge University and decided to set up a fresh fruit company. After six months of recipe improvements in their kitchens, Innocent Drinks was born and debuted at a music festival. Over a decade later, Innocent's turnover was in the hundreds of millions of pounds, selling in thousands of stores across the country. With all three of the original owners selling their stakes in the firm in 2013, after Coca-Cola increased their shareholding, Innocent Drinks took to the international stage. Such industry fame allows Richard to share his story with thousands of others, and encourage the entrepreneurial spirit across the world.

WHAT HE OFFERS YOU:

Whilst the innocent success case study is at the heart of Richard's story his work with JamJar has taken him in a new direction. He now works with start-ups as an investor and advisor to a host of new businesses. This makes him a great choice for organisations seeking to instil an entrepreneurial culture to unlock innovation and achieve commercial advantage.

HOW HE PRESENTS:

An engaging relaxed speaker who has a dialogue style with his audiences that is close to a one to one conversation. His presentations are fun and packed with great take away hints and tips.