



## Alan Barratt

**Co-Founder & CEO Of Grenade**

*"A highly acclaimed inspirational figure"*

Alan Barratt is the CEO of Grenade and a leading business speaker. Having spent decades in the sports industry, he understands more than most the importance of nutrition, mental resilience and determination in the face of physical challenges.

### TOPICS:

- The Secrets of Fitness
- Mental Resilience
- The Fitness Industry
- The Importance of Nutrition
- Entrepreneurship

### LANGUAGES:

He presents in English.

### IN DETAIL:

Alan founded Grenade in 2010. The fitness brand supplies protein bars, performance nutrition and branded apparel for gym enthusiasts across the world, leading the fiercely competitive market. Alan's business has received several industry awards, from a humble weight management product showcased at the 2011 Bodypower Expo to the goliath that it is today, their success is credited to their steadfast brand identity. At the core of Alan's business, is trust, identity and authenticity. Alan's extensive knowledge is credited to his leading career, which includes managing Future Fitness, being Managing Director of Fusion until 2008 before founding Grenade. Aside from his public speaking and business ventures, Alan also hosts the podcast, Pull the Pin. He has been awarded the EY Entrepreneur of the Year 2014, Businessman of the year 2013 and Great British Entrepreneur of the Year 2018.

### WHAT HE OFFERS YOU:

Alan inspires audiences to pursue excellence, using his incredible story of corporate success to focus their professional potential. He instils in audiences the mindset needed to thrive in the corporate landscape, supplying translatable strategies for business organisation and high-performance teamwork.

### HOW HE PRESENTS:

Alan's speeches inspire audiences to embrace their professional dreams. His small business turned industry giant armed him with an experience unlike any other, guaranteed to enlighten audiences of all backgrounds.