

Lord Alan Sugar

Businessman, Entrepreneur & Star of The Apprentice

'You're Fired!' is now a national catchphrase, thanks to Lord Sugar's spirited performance on the hit BBC series The Apprentice

Lord Sugar is a British businessman, philanthropist and star of the BBC series The Apprentice. In 2009 Lord Sugar received a peerage and took up a role in Gordon Brown's Government, advising the administration on business issues.

TOPICS:

- Entrepreneurship
- Business Strategies
- The Apprentice Experience

LANGUAGES:

He presents in English.

PUBLICATIONS:

2015	Unscripted: My Ten Years in Telly
2011	The Way I See It: Rants, Revelations And Rules For Life
2010	What You See Is What You Get: My Autobiography
2007	The Apprentice: How to Get Hired Not Fired
2006	The Apprentice

IN DETAIL:

The son of a tailor, he left school at the age of 16 and started a short-lived career in the civil service as a Statistician, soon choosing to sell electrical items instead. At the age of 21 he founded Amstrad (Alan Michael Sugar TRADing). Two years later he was manufacturing low-priced hi-fi turntable covers and in 1980, Amstrad was floated on the London Stock Exchange. In 1986 he launched a word processor with an affordable price tag which took Europe by storm. Keeping up with the times, he now produces set top boxes and personal video recorders. He holds two honorary Doctorates of Science and was knighted in 2000 for services to business.

WHAT HE OFFERS YOU:

Personifying the East End lad made good, Lord Sugar has become Britain's favourite stroppy boss. As well as showing the nation some basic rules of thumb for budding entrepreneurs, Lord Sugar is one of the government's team of figureheads who travel around schools and universities encouraging young people to have an entrepreneurial spirit.

HOW HE PRESENTS:

A charismatic and engaging speaker, Lord Sugar gets straight to the point in his no nonsense high content presentations.

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