



Fran Millar

CEO of Rapha

"We're going all in"

Fran Millar is the Chief Executive Officer of Rapha, having taken up the role in September 2024. She leads the iconic cycling apparel and lifestyle brand at a pivotal time, with a mandate to sharpen its identity, strengthen community engagement, and drive growth through product innovation and operational clarity.

TOPICS:

- Creating High Performance Teams Inside an Organisation
- The Reinvention of an Iconic Brand
- The Importance and Impact of Marginal Gains
- How to Create Global Brand Stories

IN DETAIL:

Before joining Rapha, Fran served as CEO of Belstaff from 2020 to 2024, where she oversaw a significant brand turnaround, repositioning the heritage label, improving operations, and instilling a culture of clarity and performance. She first made her mark in sport, founding FACE Partnership, an athlete and event management agency, before becoming a founding member of Team Sky (later Team INEOS), where she progressed through roles including Director of Business Operations and Head of Winning Behaviours, and eventually CEO. Her leadership helped guide the team to multiple Tour de France victories and shaped its values-driven high-performance culture. She also played a pivotal role in the INEOS 1:59 Challenge, contributing to Eliud Kipchoge's historic sub-two-hour marathon.

LANGUAGES:

She presents in English.

WHAT SHE OFFERS YOU:

Widely recognised for her transformational leadership, resilience, and ability to bridge elite sport with fashion and lifestyle sectors, Fran Millar has become a respected voice on cultural change, brand reinvention, and building organisations that combine performance with purpose.

HOW SHE PRESENTS:

Fran is an engaging, grounded, and pragmatic speaker who draws on her unusually broad career across elite sport, brand transformation, and leadership in heritage and lifestyle businesses.