



## Fran Millar

**CEO of Belstaff**

*"We're going all in"*

Fran Millar is the CEO of Belstaff where she brings her winning team mentality to drive greater efficiencies and reach new audiences. Fran is already adding new chapters of innovation to Belstaff's proud heritage with the goal of turning it into an iconic global super brand. She has set out a new strategy and a new company culture. One that stands for independence, being brave and standing out from the crowd.

### 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

### LANGUAGES:

She presents in English.

### IN DETAIL:

Fran previously held a dual role as both Director of Business Operations and Head of Winning Behaviours at Team Sky. Returning to head up all the team's "off bike" functions in 2015, her responsibilities included overseeing the team's marketing and communications strategy, stakeholder management, and all the commercial and legal aspects that come with running the world's number one cycling team. Fran has worked alongside Sir Dave Brailsford for over a decade, and after helping build Team Sky from the bottom up, has remained at the heart of the team (now called INEOS Grenadiers) since its inception in February 2009.

### WHAT SHE OFFERS YOU:

With an empathetic leadership style centred around people, Fiona Millar instils audiences with ambition, helping to build teams and bring people together to work towards their goals.

### HOW SHE PRESENTS:

A dynamic and charismatic speaker Fran is a natural communicator whose talks are illustrated with visuals from the legacy story of Belstaff into the present.