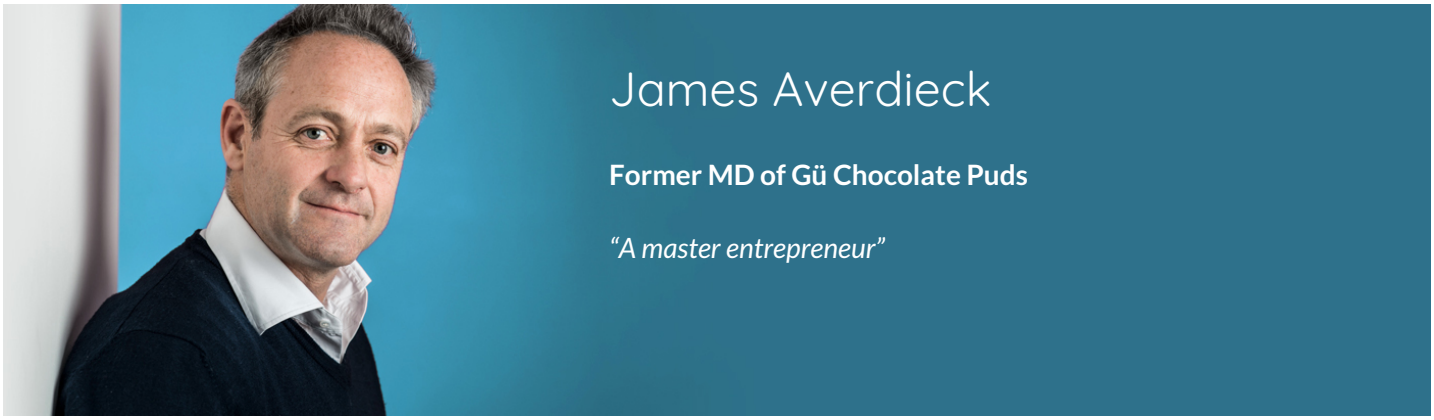

James Averdieck

Former MD of Gü Chocolate Puds

"A master entrepreneur"

James Averdieck is the founder and former Managing Director of Gü Chocolate Puds, the fastest growing food company in UK and a brand credited with revolutionising the quality of desserts. His latest venture, The Coconut Collaborative, sells luxury yoghurt made from coconut milk, free from dairy, soya and gluten.

TOPICS:

- Business Competitiveness
- Branding and Reputation
- Business Strategy
- Entrepreneurial Spirit and Excellence
- Creative Marketing
- The Food Industry
- Leadership

LANGUAGES:

He presents in English.

IN DETAIL:

James spent 9 years in the food industry working for Safeway and St Ivel and learnt about Sales and Marketing and running businesses. With St Ivel he moved to Belgium and became a convert to Belgian gastronomy especially on the chocolate front. In Brussels, James came up with the idea for a top-notch chocolate pud brand. After a year back in London, James left to pursue his chocolate dream and Gü was born – with a mission to use superior raw materials to deliver uncompromisingly good products. Since indulging the masses in chocolate heaven, James has developed his media interests and acts as a business güru to various companies. After selling Gü he became a TV host of "Cooks to Market" and later co-founded a new company called The Coconut Collaborative.

WHAT HE OFFERS YOU:

James stands out as an engaging and one-of-a-kind keynote speaker, conveying the essence of entrepreneurship: the concept and the journey, rather than merely exit strategies or final sale prices. He articulates strategies for streamlining innovative ideas and rendering aspirations attainable. Furthermore, he candidly discusses the ebbs and flows of managing a business.

HOW HE PRESENTS:

James' remarkable achievements provide him with credibility, and when coupled with his openness, he emerges as a charismatic, intelligent, and insightful speaker who imparts valuable lessons.