



Hon. Prof. Kevin Morley

Former Managing Director of the Rover Group, Marketing Authority
& Entrepreneur

A true visionary of what it means to be an entrepreneur

Kevin Morley is a gifted and accomplished communicator and motivator, his understanding of integrated communications, and the driving forces within the market, enabled him to achieve a remarkable turn-around in the fortunes of the Rover Car Group.

TOPICS:

- Management of Change
- Company Turnaround
- Globalisation
- Customer Satisfaction
- The Changing Face of Communication
- Creativity and Innovation
- Entrepreneurialism

LANGUAGES:

He presents in English.

PUBLICATIONS:

1995 Integrated Marketing
Communications (with Ian
Linton)

IN DETAIL:

Kevin Morley joined the Austin Rover Group as marketing director, following a fast track career with the Ford Motor Co., during which he achieved 11 promotions in nine years. Within five years of joining Austin Rover, he was appointed managing director of the Rover Car Group, responsible for a turnover of some £ 3.2 billion and a staff of 1100. In 1992 he left Rover to start his own advertising and marketing agency - KMM - and took the entire Rover account, displacing some 59 other agencies across Europe. In 1995, after developing KMM into a major player in the market, he sold his interest to Lintas Worldwide for an undisclosed sum and took a 10% share in the Birkdale Group plc. In 2009, he featured in *The Secret Millionaire* on Channel 4, in which he visited one of the most deprived areas of London.

WHAT HE OFFERS YOU:

Respected for his ability to turn around businesses, his entrepreneurial approach to business development and his skills in putting together effective management teams, he has been asked to join several boards and is also advising one of the leading management consultancies on change and entrepreneurialism. His presentations offer an unparalleled understanding of integrated communications, and the driving forces within the market.

HOW HE PRESENTS:

A gifted communicator and motivator, Kevin Morley's presentations are extremely inspiring and humorous. With an energetic and light hearted discussion, he enlightens audiences on his successful turn at Rover, his experiences beyond this in a variety of private companies, as well as his involvement with many charities.