



## Sir Richard Needham

Former Director and Deputy Chairman of Dyson

*"Sir Richard is widely recognised for reviving Belfast's economic base"*

Sir Richard Needham was Director of Dyson for 16 years. He was largely responsible for the development of the Company's overseas sales operations. He has unrivalled access at the highest levels into both public and private sectors in Asia, Europe and the US.

### TOPICS:

- Leadership
- Management
- Business Strategy and Trade
- Business Innovation
- Politics

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

**1998** Battling for Peace

**1983** Honourable Member

### IN DETAIL:

In 1992 Richard Needham was promoted to Minister of Trade and became Michael Heseltine's Deputy. Over three years he overhauled and reinvigorated the whole of Britain's export strategy. Since leaving politics, Sir Richard has become involved in a number of businesses both large and small. He was international Director at GEC plc, Meggitt Plc, Chairman of the London Heart Hospital and Biocompatibles Plc together with a number of other public companies. He was Chairman of Avon Rubber for five years during which time the shares rose from a low of 25p to over £7! He is President of the British Exporters' Association and continues informally to advise the British Government on trade promotion matters. He has been a director of NEC Europe for 18 years. He is now Chairman of Rose Petroleum plc, a director of Rank plc, Adaptive Modules and Smarta and also an advisor to the President of Colombia on the peace process.

### WHAT HE OFFERS YOU:

Sir Richard Needham's presentations set out the measures for companies to be successful in the future. His message is clear: keep innovating, look after suppliers, maintain margins, stress test your strategy, train those it most benefits and work out what customers are thinking.

### HOW HE PRESENTS:

His clear and insightful message delivered with trademark gusto and sharp wit, makes Sir Richard Needham a highly sought-after speaker at prestigious conferences.