



Simon Woodroffe OBE

Founder of YO!

"Find out what you're good at doing and spend 95 per cent of your time at doing just that"

Simon Woodroffe OBE is the founder and creative driving force behind YO! The brand includes YO! Sushi, the chain of internationally famous conveyor belt sushi bars and YOTEL, the world's most radical hotel: luxury in just 10sq metres.!

TOPICS:

- Using Innovation to Win New Markets
- Getting to YO! Or How I got my YO!
- YO! Superbrand
- Unlocking Creativity
- A Nation of Entrepreneurs?
- Marketing and Positioning
- Corporate Social Responsibility

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2001 Yo! Sushi
- 2000 The Book of Yo!

IN DETAIL:

His early career was spent on the road with the likes of Rod Stewart and The Moody Blues before becoming a stage designer. He spearheaded the development of television deals to show huge international rock concerts worldwide, organising the financing and distribution of the Nelson Mandela concerts, shows for Amnesty International and the Prince's Trust concerts. YO! Sushi was born out of Simon's feel for entertainment, the idea was to make eating a complete entertainment experience and featured call buttons, robot drinks trolleys and Japanese TV. YO! is developing as a lifestyle brand and has grown naturally out of the initial restaurant concept. Simon has also created the YO! Foundation to support various charitable causes that are important to him.

WHAT HE OFFERS YOU:

As a result of his entrepreneurial success, Simon has developed a strong reputation speaking openly and avoiding business clichés. Audiences find his story extremely inspiring and a catalyst for their own endeavours be they in a large corporate setting or working at a start-up level.

HOW HE PRESENTS:

A thought-provoking speaker, with his practical advice on creativity and innovation in business. He has an energising presence and his presentations always leave audiences feeling truly motivated.