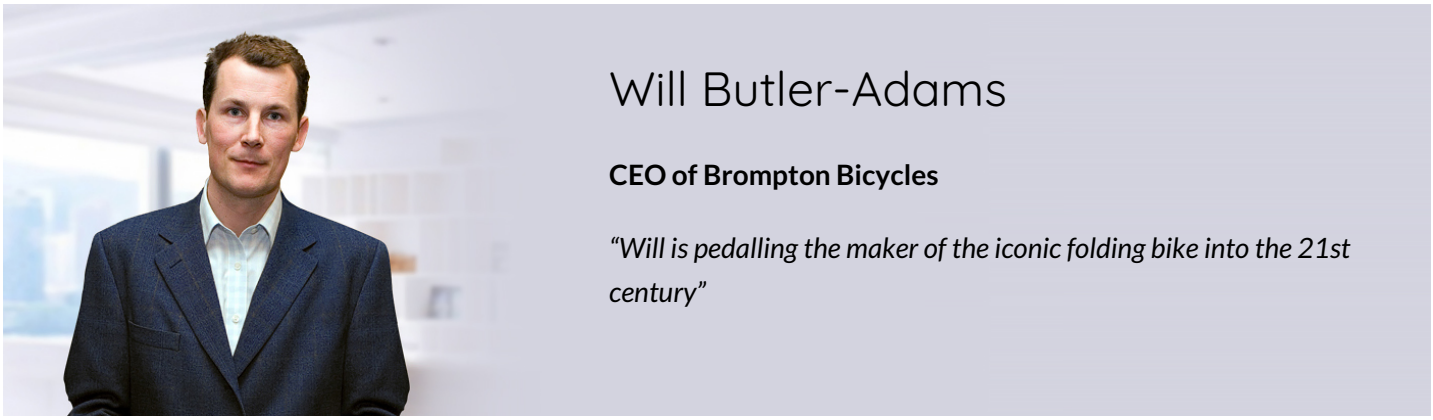


Will Butler-Adams

CEO of Brompton Bicycles

"Will is pedalling the maker of the iconic folding bike into the 21st century"

Will Butler-Adams is the CEO of Brompton Bikes, a company which designs, manufactures, markets and distributes folding bikes. He joined Brompton Bicycle in 2002 and, since taking over from the firm's founder Andrew Ritchie as MD in 2008, he increased the production of bikes from 7,000 to 30,000 per year.

TOPICS:

- Manufacturing and Engineering
- Entrepreneurship
- Business Strategy
- Innovation

LANGUAGES:

He presents in English and Spanish.

IN DETAIL:

Will is passionate about all things engineering. He has worked for Nissan, ICI, DuPont and Brompton, where he has been involved in product development, R&D, project management and manufacturing excellence. He studied Mechanical Engineering at Newcastle University and is a Chartered Mechanical Engineer. At Brompton Bikes he combined expert engineering with a very genuine passion for the product. The R&D department works on both small, mechanical details and big ideas like a 'smart' battery-powered model. They also launch new colours and offer customised options, with the minimum of marketing. Alongside his Brompton mission, Will is one of the champions of the 'Make It In Great Britain' campaign and a trustee of Inspiring the Future. He is a trustee of the Education and Employers Taskforce, a charity that looks to get real people from the world of work into schools to bring education to life.

WHAT HE OFFERS YOU:

Will explains his belief in 'building out' obsolescence. He believes we are still capable of manufacturing excellence, and argues that with investment and encouragement the export market can produce real growth. He provides invaluable business insight which make him a highly sought after speaker.

HOW HE PRESENTS:

Will has a very casual laid back approach to his presenting and his passion and enthusiasm for the Brompton brand really inspires audiences around the world.

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