



Kevin Gaskell - Biography

An extraordinary leader who led iconic brands Porsche, BMW and Lamborghini to unprecedented levels of success before creating global businesses from scratch. A corporate trailblazer, serial entrepreneur and world class team builder recognised as one of the outstanding leaders of his generation.

Leading the turnaround of Porsche from close to bankruptcy to market leader saw Kevin Gaskell, at the age of 32, identified as an extraordinary leader. He consolidated that recognition with 4 years as Managing Director of BMW (GB) during which he led the business to record growth and a 500% improvement in profitability. Since moving on from the automotive sector he has led businesses to massive success in the digital, technology, data, brand marketing, market research, construction, retail, professional services and manufacturing sectors. Such flexibility and adaptability has confirmed his position as an extraordinary and inspirational leader.

A highly motivational and engaging speaker, he believes that ordinary people can achieve extraordinary results - and he has the experiences to prove it. He has led global corporations, start-ups, private equity portfolio companies and organisations large and small to create shareholder value in excess of \$3Billion. He has also found the time to play international sport and to walk to both the north and south poles and climb the world's highest mountains to fund the construction of a cancer treatment unit.

Using an energetic and inclusive style he shares the tools and techniques which have enabled his teams to deliver results which even they considered impossible – until they achieved them. His approach of 'Inspired Leadership' at every level in the organisation has been demonstrated to achieve extraordinary success again and again.

He demonstrates that leadership is an adaptable and transferable skill and is a key enabler of successful teamwork in any situation. Drawing upon his deep experience and his current leadership roles in a number of growing companies Kevin provides audiences with practical lessons of how people can be inspired to achieve extraordinary results. He offers the audience practical tools that they can take and immediately apply to their own business.





Kevin Gaskell – Multi sector experience

Automotive

- Porsche GB
- BMW GB
- Lamborghini GB

From near bankruptcy to the UK's most profitable car company, from #32 to #1 in customer satisfaction
4 years record growth, revenues +80%, profitability +500%, repositioned brand, rebuilt teamwork
Reinvigorated the brand, rebuilt customer focus, new product strategy



Technology / Digital

- Epyx
- Traderoot Technology
- ITS Technology

Founded tech platform startup, grew to be sector leader with 90% market share. Sold for \$150m
Fintech software, major turnaround and 60%+ compound growth, ecommerce business of the year 2017
Network and broadband provider, differentiated strategy, World Communication Award finalist 2016



Data

- EurotaxGlass's
- Achilles

Integrated 31 companies to create global leader in automotive data. Sold for \$750m
Global provider of supplier risk management services, winner Sunday Times Fast Track award



Manufacturing

- Fairline Boats
- Tilbury Douglas

UK motor yacht builder, turnaround from long term losses to profit within 14 months
Construction of major civil engineering works, motorways, structures



Marketing

- ConceptualEyes
- Delvv.io

Internal communication agency specialising in creative employee engagement
Startup platform providing professional market research, Innovation Award winner EMEA

Professional Services

- Ryan Alexander Assoc
- Xcel Sales
- Inspiring Leaders Group

Design and build incredible gardens. From startup to Chelsea Garden Show builder in 6 years.
Premium sales lead generation agency. Currently growing at 300% per annum
Fresh startup, leadership development and coaching for World Class Performance





Kevin Gaskell – Typical keynote topics

Few people have led three of the world's iconic brands to new levels of success and managed successful turnarounds of failing international companies. Even fewer have created market leading businesses from an idea. Include experience of playing international sport and walking to both the North and South poles and climbing the world's highest mountains and you have someone with a unique set of skills.

Using an energetic and inclusive style Kevin shares the tools and techniques which have enabled his teams to deliver extraordinary results. Drawing upon his experience and his ongoing leadership roles in a number of growing companies Kevin shares practical lessons of how individuals in businesses from 7 to 7,000 employees can be inspired to form teams which transform organisations and build world class performance.

Frequently addressed topics include:

- **Leading ordinary people to extraordinary success**
- **Dealing with the digital challenge**
- **Preparing for change, overcoming fear**
- **Leading in times of turbulence – and enjoying it!**
- **Building a world class brand**
- **Customer service – no alternative to world class**





Kevin Gaskell – Masterclass sessions

In addition to keynote speaking Kevin offers highly interactive masterclass sessions. The masterclass provides an introduction to a series of practical tools developed to support each delegate's development as an Inspiring Leader able to engage their workforce in building a world class future.

This highly practical masterclass will support those with a significant need to influence others, inside or outside of their sphere of control. The sessions support the delegates to apply the process of business review and regeneration. The content is designed to encourage the delegate to achieve a clarity of vision and to define a prioritised activity plan.

Key features of the masterclass include:

- **Full day, half day, or quarter day session**
- **Highly practical and inclusive**
- **Emphasis on development of World Class Performance**
- **Tools and processes to take away and implement**
- **Builds a personal and business action plan**
- **Improves leadership skill and team building processes**





Kevin Gaskell – Testimonials

Rated out of 100, Kevin scored at 96 by over 300 delegates which is higher than I have ever seen. There is so much we learned from his experience. My most sincere and personal gratitude for the work he put into our presentation.

Absolutely mind blowing, motivating and genuinely inspirational man. Truly amazed by what he's gained through a combination of determination, clever thinking and simple common sense. Great guy.

Inspirational speaker with great content, ideas and humility. If there was a higher score available he would get it. Completely compelling. Never felt so inadequate in my life though!

Fantastic! He demonstrated the real key to dealing with your staff. What a genuine guy. He deserves all his success.

Thought provoking and inspiring. Captivating and learnt a great deal especially how you must communicate your goal to the team in order to bring them with you on the "journey"

Kevin could come again and again. He was brilliant. Superb, motivating and relevant.

Exceptional. Wow. Best speaker I have ever listened to... I can apply much that he demonstrated to my own practice

Fantastic - more like him please - very inspirational and I would score 10 for Kevin in each category if I could. Brilliant!

Totally awesome and inspiring. Amazing ... the perfect leader!!

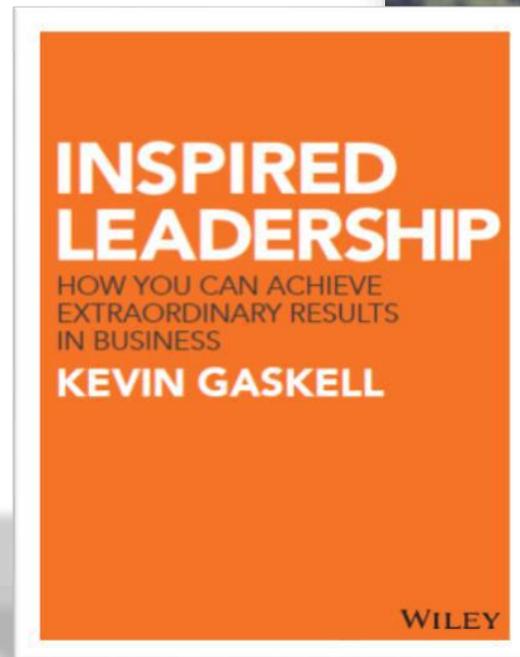




Kevin Gaskell – Collateral material

- Speaker personal showreel <https://www.youtube.com/watch?v=szaXDBG1Cug>
- Millionaire Minds TV show <https://vimeo.com/190386669>
- Showcase short speech <https://www.youtube.com/watch?v=Z45LpOxXG40>
- Google Think! Conference <https://www.youtube.com/watch?v=Yi10Kb2SC7s>
- BBC Breakfast interview <https://www.youtube.com/watch?v=UaDTw4At7so>
- Personal website www.kevingaskell.com

- Book **Inspired Leadership:**
How you can achieve extraordinary results in business
Publisher: Wiley 09/2017





Kevin Gaskell – Recent clients

