



PROFILE

Sir Richard Needham

As International and Commercial Director of Dyson, Sir Richard is responsible for developing the company's operations in Europe, the US and the Far East.

Richard originally served as a Conservative MP and Michael Heseltine's Deputy at the DTI. He is credited with reinvigorating Britain's export strategy and regenerating Northern Ireland's infrastructure and economic base. He took considerable risks in insisting that Belfast's bomb-damaged city centre should be reconstructed in glass and steel to demonstrate confidence in the future.

Since leaving politics Richard has become involved in businesses large and small. Aside from Dyson, he chairs Imperial College's DeltaDot company which has introduced the world's most advanced DNA sequencer. He is also Vice Chairman of NEC Europe, and Chairman of Avon Rubber.

In his keynote presentations, Richard explains how creating communities can drive change. He shows how setting targets only works if everyone has a clear role and the structure allows the



Renowned business leader, author and keynote speaker, the Rt Hon Sir Richard Needham.

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strategy to succeed. He provides a clear insight into turnarounds, risk-taking and innovation in both public and private sectors – at home and abroad. Sir Richard is also a highly entertaining after dinner speaker, with a fund of political anecdotes. He is author of Honourable Member, an entertaining guide on how to become an MP and survive in the corridors of power.

