

## BRUCE DICKINSON



### Lead Singer of Iron Maiden Entrepreneur

Bruce Dickinson is the lead singer of Iron Maiden. Alongside his larger-than-life persona as Iron Maiden's lead singer, Bruce holds a myriad of experience in business, entrepreneurialism, mentoring and creative thinking. All of which make him unique in his ever-expanding professional fields, and in great demand to share the secrets of his proficiency, insight and knowledge.

Bruce was a pilot and Marketing Director for Astraeus Airlines, a company which leased aircraft to other carriers. He is Chairman and founder of Caerdav (formerly Cardiff Aviation), Caerdav provides aircraft maintenance, repair and overhaul (MRO), consultancy and pilot training services to large carriers, aircraft leasing companies and private clients. He has invested in the British manufacturer of the Airlander HAV (hybrid air vehicle), an eco-friendly helium airship capable of transporting cargo or people to remote corners of the earth. Also Pouncer – an edible drone developed by Windhorse Aerospace which can carry humanitarian aid into hard to access disaster areas. He has become a hugely successful brewmaster with Trooper beer and the other premium beers under the banner of Iron Maiden and Robinsons brewery.

Having overcome neck and throat cancer in 2015, Bruce went on to write his memoir, "What Does This Button Do" released in 2017.

Bruce travels the globe, sharing his wisdom and experience to motivate audiences from multi-national corporations, local companies and startup initiatives. His natural charisma and enthusiasm make him the perfect keynote speaker. Drawing on his wealth of experience for inspiration, Bruce's world class keynotes explain how the challenges of operating in the seemingly disparate realms of rock music and commercial aviation mirror those of everyday business worlds. Bruce shares how teamwork, communication, forward planning and inevitable setbacks are an opportunity to learn, adapt and successfully move on.

#### Topics (Selection):

- From Rock Star to Businessman
- Turning Your Customers into Fans
- Entrepreneurship
- Corporate Culture
- Business Start-Ups
- Business Turnaround
- Risk Management
- The Travel & Aviation Industry
- Team Building
- The Life and Times of Bruce
- Motivation & Inspiration
- Business Creativity

#### Publications (Selection):

- What Does This Button Do?, 2017