

## Sir RICHARD BRANSON



### Founder of the Virgin Group

Richard Branson is founder of the Virgin Group, which has gone on to grow successful businesses in sectors including mobile telephony, travel and transportation, financial services, leisure and entertainment and health and wellness. Virgin is a leading international investment group and one of the world's most recognised and respected brands.

Since starting youth culture magazine "Student" at aged 16, Richard Branson has tried to find entrepreneurial ways to drive positive change in the world. In 2004 he established Virgin Unite, the non-profit foundation of the Virgin Group, which unites people and entrepreneurial ideas to create opportunities for a better world.

Richard Branson has also been involved in a number of world record-breaking attempts since 1985. In 1986 his boat, "Virgin Atlantic Challenger II" rekindled the spirit of the Blue Riband by crossing the Atlantic Ocean in the fastest ever recorded time. This was followed a year later by the epic hot air balloon crossing of the same ocean in "Virgin Atlantic Flyer". This was not only the first hot-air balloon to cross the Atlantic, but was the largest ever flown at 2.3 million cubic feet capacity, reaching speeds in excess of 130 miles per hour (209 km/h). Still after the ultimate adventure, in January 1991 Richard crossed the Pacific Ocean from Japan to Arctic Canada, the furthest distance of 6,700 miles. Again, he broke all existing records, with speeds of up to 245 miles -per hour in a balloon of 2.6 million cubic feet.

Most of Richard's time is now spent building businesses that will make a positive difference in the world and working with Virgin Unite and organisations it has incubated, such as The Elders, The Carbon War Room, The B Team and Ocean Unite. He also serves on the Global Commission on Drug Policy and supports ocean conservation with the Ocean Elders. He describes himself as a tie-loathing adventurer, philanthropist and troublemaker, who believes in turning ideas into reality.

#### Topics (Selection):

- Leadership
- Entrepreneurship
- Management
- Corporate Culture
- Future

#### Publications (Selection):

- Finding My Virginity: The New Autobiography, 2018
- The Virgin Way: Everything I Know about Leadership
- Losing My Virginity: The Autobiography, 1998