
LARA MORGAN

Founder Pacific Direct and serial entrepreneur

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Topics

- Entrepreneurship
- Innovation
- Motivation

Lara Morgan built her own leading global licensing business, Pacific Direct.

Over 17 years, she made luxury toiletry products for YSL, Bulgari, Penhaligons, Aveda, The White Company, Elemis and many others. In 2008, she sold her majority shareholding for £20million.

Lara now invests her time in fast growth companies and driving great British innovations such as Company Shortcuts, dryrobe, KitBrix and GATE8-luggage. She also talks on leadership and developing talent having learnt through her own experiences of employing 500 employees in an open, fast growth sales culture.

Lara has been a finalist in the Ernst & Young Entrepreneur three times and was a finalist in the Veuve Clicquot Businesswoman of the Year Awards. She is the author of More Balls Than Most and was a co-founder of Start Up Britain.

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