

LEWIS GORDON PUGH

LONDON
SPEAKER
BUREAU

- United Nations Ocean Advocate
- Regarded as the World's Leading Inspirational Speaker



Lewis Pugh, the United Nations Patron of the Oceans and a world-renowned endurance swimmer, is a transformative figure whose daring feats and environmental advocacy make him an unparalleled choice for international conferences. Known as the “Sir Edmund Hillary of swimming,” Pugh has achieved historic firsts, including being the only person to complete a long-distance swim in every ocean. His swims in extreme environments, from the icy waters of the Arctic to the Antarctic ice sheets, showcase his extraordinary resilience and commitment to raising awareness about climate change and ocean conservation. With a commanding presence and vivid storytelling, Pugh inspires audiences to tackle challenges with courage, vision, and purpose.

Topics

- Adventure
- Motivation
- Sports

Pugh's remarkable achievements include pioneering swims that push the boundaries of human endurance. In 2007, he became the first person to swim across the North Pole, highlighting the rapid melting of Arctic sea ice. In 2010, he swam across a glacial lake on Mount Everest at 5,200 meters, drawing global attention to melting Himalayan glaciers and their impact on water security. His 2018 swim along the entire 528km length of the English Channel—the first of its kind—called for 30% of the world's oceans to be protected by 2030, influencing over 120 nations to commit to this goal. These feats, combined with his role in establishing the largest marine protected area in the Ross Sea, demonstrate his ability to drive tangible environmental change.

In 2023, Pugh completed a monumental 507km swim down the Hudson River, from its source in the Adirondack Mountains to New York City, to spotlight the critical link between healthy rivers and oceans. This month-long, unassisted swim, undertaken in just a Speedo, cap, and goggles, showcased the Hudson's recovery from severe pollution and inspired global efforts to restore waterways. Pugh's journey, which concluded at Battery Park during UN General Assembly Week, underscored his message that “if we want healthy oceans, we need healthy rivers,” earning widespread media coverage and resonating with audiences worldwide.

In May 2025, Pugh undertook his most daring challenge yet: a 96km swim around Martha's Vineyard, timed to coincide with the 50th anniversary of *Jaws*. Known as “The Shark Swim,” this 12-day endeavor in near-freezing waters aimed to shift public perceptions of sharks, which are killed at a rate of 274,000 per day, threatening ocean ecosystems. Despite battling cold, storms, and the psychological challenge of swimming in shark migration season, Pugh completed the swim to advocate for shark conservation and stronger marine protected areas. His efforts, backed by the Lewis Pugh Foundation, continue to push for 30% ocean protection by 2030, making him a powerful voice at the upcoming UN Ocean Conference.

As a keynote speaker, Lewis Pugh brings his gripping stories of survival and advocacy to life, offering actionable insights on leadership, teamwork, and resilience. His talks, praised by figures like Bill Clinton and Desmond Tutu, blend

humor, humility, and a call to action, making complex environmental issues accessible and urgent. Having addressed world leaders at the UN and inspired corporate audiences globally, Pugh's ability to connect personal challenges with planetary ones ensures his message resonates deeply, motivating organizations to embrace adaptability and bold action in a rapidly changing world.

TESTIMONIALS

"You won't find a more captivating story teller... Lewis stole the show at the World Economic Forum in Davos."

Professor, Wharton Business School

"Thank you for coming to speak to us. You have a very special gift. Not many people can speak to a group of world leaders like you did – with so much authority and passion. I could have heard a pin drop."

Founder, CNN

"Your address was the perfect close to a conference centered around achievement and moving to the next level. The story you have to tell is incredibly unique and was delivered in such a professional and entertaining manner. Everyone was inspired by your extraordinary journey."

CEO, Deutsche Bank (UK)

"Lewis Pugh doesn't tell us what to do, he shows us what can be done."

Bill Clinton, 42nd President of the United States of America

"Lewis Pugh gave the perfect TED talk: a little bit of action, some thinking outside the box, humbling words on the need to respect nature, a happy ending. A Hollywood scriptwriter could not have structured it better."

The Financial Times

"Thank you for such an inspirational and awe-inspiring speech at our 200th Anniversary celebration."

CEO, Lloyd's Insurance

"Lewis's speech was riveting and passionate. He's stunning!"

Archbishop Desmond Tutu, Nobel Peace Laureate 1984

"Lewis tells a very inspiring and motivating story of achieving sporting excellence at it's most extreme. I was blown away by it and at the same time saw real value in how we can all approach our challenges and reach our goals."

Former Head Coach, South African Cricket Team

"I cannot thank you enough for your speech at our Leadership Conference. It was absolutely remarkable and your message was a moving and emotional experience. The incredible scale of endeavour, the meticulous preparation, and the emotional magnitude, came through so crisply. Not only are your achievements so incredible and inspiring, but your ability to put them across in such a special way will no doubt have a lasting impact on our leadership team."

CEO, Discovery Holdings