



HAMISH TAYLOR

BRITISH AIRWAYSEUROSTAR™

RENOWNED EXPERT ON LEADERSHIP, INNOVATION, & BRANDING

Hamish Taylor focuses on enabling organisations to achieve breakthroughs by looking outside their current environment. Processes, product and people development are all part of this mix, covering themes such as customer service, leadership and change. With a CV that the Times described as "takes some beating" Hamish Taylor began his career with Procter & Gamble Ltd. From 1984 to 1990 he held a variety of Brand Management positions culminating in responsibility for the household cleaner portfolio (Flash brands). Following this, Hamish Taylor was a Management Consultant with PriceWaterhouse from 1990 to 1993 specialising in marketing effectiveness studies.

Hamish Taylor was appointed Head of Brand Management at British Airways at the end of 1993 taking responsibility for the airline's passenger brands (First, Club, Concorde, Shuttle, etc) and also playing a role in the growing group of BA franchise partners and Alliances. Innovations there included major product relaunches of Club Europe, Club World and First Class (including the introduction of flat beds).

Hamish Taylor moved in 1997 moved to Eurostar as Managing Director of Eurostar (UK) Ltd at the age of 36. The business was three years old and his remit was to reduce the major losses the operation was suffering. After two successful years in this role he was appointed as Chief Executive Officer of Eurostar Group, the organisation which oversees the Eurostar business in the three participating countries (UK, France and Belgium).

At the end of 1999 Hamish Taylor was appointed as Chief Executive Officer of Sainsbury's Bank, a joint venture between J Sainsbury's plc (55%) and the Bank of Scotland (45%). Once again, the objective was rapid growth in profit from the breakeven position he inherited. The ability to innovate and move away from traditional banking approaches to behave more like a retailer proved the key to the significant growth that resulted. Sainsbury's Bank is now earning significant profits

Hamish Taylor now advises clients such as Time Warner, General Motors and Citibank and has consulted or spoken for a wide variety of organisations including Microsoft, RBS, BAA, Camelot, Inland Revenue, Kimberly Clark, Post Office, Ernst and Young, Diageo and the Economist

Hamish Taylor is a Fellow of the Chartered Institute of Bankers, a Fellow of the Chartered Institute of Transport, and was the Rail Professional Business Manager of the year in 1998 for his results at Eurostar. He chairs the EMEA advisory board for Emory University from whom he also recently received the "Sheth Distinguished International Alumnus" award.