



## Baroness Karren Brady

Baroness Karren Brady CBE is a leading British businesswoman, entrepreneur and television personality. Renowned for her sharp business acumen and dynamic leadership, she inspires audiences with powerful lessons on ambition, resilience and turning challenges into success in competitive, high-pressure industries.

### KEY TOPICS

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- How to Build a World-Class Culture
- Turning a Failing Business into a Global Brand
- Leadership, Ambition and Resilience
- Breaking Barriers: Women in Business and Leadership
- Entrepreneurial Spirit: Achieving Success in Any Industry
- The Key Ingredients of High-Performing Teams

### BIOGRAPHY

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#### Introduction

Baroness Karren Brady CBE is one of the UK's most prominent and respected business figures, celebrated for her pioneering leadership, entrepreneurial achievements and advocacy for women in business. As CEO of West Ham United Football Club and a life peer in the House of Lords, she is a powerful example of resilience, ambition and innovation in action. Often referred to as the "First Lady of Football", Karren's remarkable career has seen her transform struggling organisations into thriving brands while championing diversity and inclusion in business.

#### Professional Background & Credentials

Karren Brady's career began in advertising sales before she joined Birmingham City Football Club in 1993 as Managing Director at just 23 years old. Tasked with rescuing the club from administration, she turned its fortunes around, transforming it into a profitable, publicly listed company valued at £82 million when sold in 2009. In 2010, she joined West Ham United FC, where she led negotiations for the club's landmark move to London's 60,000-seat Olympic Stadium and helped position West Ham as one of the world's fastest-growing football brands, valued at £800 million. Alongside her work in sport, Karren has served as a Government Business Ambassador, Small Business Advisor to the Prime Minister, and Chairman of Mentore, an organisation that champions female leadership in business. She also holds several non-executive directorships across major organisations, including in media, retail and sport. A bestselling author and television personality, Karren has appeared as Alan Sugar's trusted aide on BBC One's *The Apprentice* for over a decade, offering sharp business insights and candid advice.

#### Speaking Style & Audience Value

Karren Brady is a compelling and charismatic keynote speaker whose presentations combine humour, honesty

and practical business wisdom. Her talks offer audiences a behind-the-scenes look at what it takes to succeed in high-pressure environments, drawing on decades of leadership experience in sport, media and business. Audiences leave her sessions inspired and energised, armed with actionable insights on leadership, teamwork, ambition and breaking barriers. Whether delivering a keynote, fireside chat or after-dinner speech, Karren's authenticity and wit make her an unforgettable presence on stage.

## Books & Publications

Karren Brady is the author of several acclaimed books, including *Brady Plays the Blues*, *United*, *Trophy Wives* and *Playing to Win: 10 Steps to Achieving Success in Business*. Her *Sunday Times* bestselling autobiography *Strong Woman* chronicles her journey from ambitious young executive to one of Britain's most influential leaders.

## Awards & Recognition

- Awarded CBE for services to business and entrepreneurship
- Elevated to the House of Lords as Baroness Brady of Knightsbridge in 2014
- Named Business Woman of the Year and Ultimate Entrepreneur
- Included in *Cosmopolitan*'s list of the "100 Most Powerful Women in the World"
- Recognised among *The Sunday Telegraph*'s "100 Most Powerful Women in Britain" and the *Evening Standard*'s "1000 Most Influential People in London"

## Social Impact & Advocacy

A passionate advocate for equality and opportunity, Karren is committed to supporting women and young people in business. She serves on the Department for Culture, Media & Sport's Women in Sport Advisory Board and is an ambassador for the Barclays LifeSkills Programme, helping young people gain the skills and experience needed to succeed in the workplace. Through her mentoring and advocacy, she continues to drive the conversation on gender balance, leadership and entrepreneurship across industries.

## Contact Us

[Contact us now](#) for more information on how Baroness Karren Brady CBE can inspire your audience with her powerful insights on leadership, entrepreneurship and achieving success against the odds.

## WHAT PEOPLE SAY

*"Just wanted to let you know that Karen was a fantastic after dinner speaker last night impressing all of the Goldman Sachs mob. I've been to so many conferences where I can't remember who the speaker was, let alone what they said, that it was refreshing to have somebody speak who was natural, clever, and funny"*

— **Goldman Sachs**

*"On behalf of City & Guilds, I would like to thank you for your hard work in helping us to deliver such a successful event earlier this year. We are really pleased with how the event went on the day and the results since have been fantastic. Your work on the campaign certainly contributed to the impact the activity has had so it is much appreciated and we hope to work with you again in the future"*

— **Chris Jones, CEO and Director General, City & Guilds**

*"The success of a Masterclass is solely dependent on the quality of the speakers, the power of their presentations and the value the audience perceive in the session and you exceeded our expectations in all three areas."*

— HBOS