



## Chas Howes

**Former CFO of SuperDry**

*"A business strategy & branding expert"*

Chas Howes served as Chief Financial Officer of SuperGroup, the company behind the phenomenally successful retail brand, SuperDry. Chas helped grow the company from a handful of stores to over 200 outlets, increasing turnover from £41million to £314million, managing its IPO and achieving FTSE 250 status within one year.

### TOPICS:

- Superdry - The Story of the Growth, How it Became so Popular and How to Keep it Alive
- How to Grow a Retail Brand Internationally?
- Inspirational Leadership in an Entrepreneurial Business
- Growth with Confidence
- The Highs and Lows of Launching an IPO

### LANGUAGES:

He presents in English.

### IN DETAIL:

Chas Howes is a qualified accountant. Prior to joining SuperGroup Chas worked in various finance and strategy roles within the brewing, drinks and retail sector. He previously held senior roles at Diageo Plc (United Distillers and Guinness), Allied Domecq, Fosters Group Plc and the Burton Group, before becoming Group Finance Director at La Senza Limited. He has worked both in the UK and Japan, undertaking operational, central and regional roles. He holds a number of non-executive directorships and is an active trustee of the National Star Foundation. Chas is currently an Angel Investor advising and mentoring start-up businesses.

### WHAT HE OFFERS YOU:

Chas speaks about the SuperDry brand, the company ethos and culture that helped it grow rapidly to become a leading international player in the fashion industry. After dinner Chas speaks about his career and the rollercoaster realism of launching a company's IPO in 4 ½ months!

### HOW HE PRESENTS:

A charismatic Storyteller Chas Howes inspires audiences with the phenomenal story of Super Dry.