



Adrian Simpson

Chief Connector & Co Founder Wavelength, Adrian Simpson is the master connector and networker.

Strong Beliefs

Great People + Great Culture = Great Service.

Every business should be a great place to work

Themes

With his wealth of stories, videos and photographic imagery, Adrian brings to life what it takes to:

- Create great places to work which draw out the best of people
- Deliver - and keep delivering - world class service to customers
- Create and sustain cultures of empowering leadership

Drawing on his unparalleled access to the boardrooms and shop floors of iconic businesses, **Adrian Simpson** speaks with huge passion, insight and humour about what it takes to create and sustain world class businesses.

He is fascinated by companies that 'get it' and has taken over 400 business leaders to visit some of the world's most admired, successful and innovative companies. Adrian enabled them to meet their leaders, tour their facilities, chat with their front-line employees and really question, probe and debate.

Companies he has worked with include: Apple, Google, Four Seasons, Southwest Airlines, Bentley, IKEA, Ritz-Carlton Hotels, LEGO, NASA, Cisco, John Lewis, Asda, Grameen Bank and Pixar.

Over ten years, at London based innovation company ?What If!, Adrian created the exceptionally successful TopDog brand before co-founding Wavelength in Feb 2008.

He does his best thinking on his bike hurtling through the lanes of Buckinghamshire and, in August 2009, inadvertently completed a 55 mile ride across the Golden Gate Bridge and into Marin County in California. And back!

He is married to Jessica, and they live in Bucks with their two small children.