



Bruce Dickinson

Lead singer of Iron Maiden one of the world's greatest rock bands, a commercial pilot, entrepreneur, creative business thinker, brewmaster and keynote speaker

Bruce Dickinson is the lead singer of Iron Maiden, which are one of the greatest rock bands in the world. He is also a commercial pilot, an airline entrepreneur, creative thinker, speaker and has a passion for aviation.

Bruce's biography

About Bruce Dickinson

Bruce Dickinson is widely regarded as a true polymath, and for very good reason. He has a myriad of experience in [business](#), entrepreneurialism, mentoring and [creative thinking](#), alongside his larger-than-life persona as lead singer for Iron Maiden, all of which makes him unique in his ever-expanding professional fields and consequently being always in great demand to share the secrets of his proficiency, insight and knowledge.

As a qualified pilot and commercial airline captain, Bruce took advantage of this know-how to set up his own aircraft business Caerdav (formerly Cardiff Aviation) to provide maintenance, repair and overhaul of aircraft as well as pilot training. He has invested in the British manufacturer of the Airlander HAV (hybrid air vehicle), an eco-friendly helium airship currently in development which will be capable of transporting cargo or people to remote corners of the earth, and in Pouncer – an edible drone developed by Windhorse Aerospace which can carry humanitarian aid into hard to access disaster areas. Furthermore Bruce was recently appointed as an RAF honorary group captain in the prestigious 601 Squadron, a position which involves him giving advice, acting as an advocate and fulfilling an ambassadorial role.

Aside from his aviation and music accomplishments, some of Bruce's other achievements include: an award-winning beer brewer, film scriptwriter, international fencer, TV presenter & sports commentator, and Sunday Times #1 best-selling author with the publication of his autobiography *What Does This Button Do?*

With this wealth of experience to draw upon for [inspiration](#), Bruce delivers world class speeches to corporations around the globe, explaining how the challenges of operating in the seemingly disparate realms of rock music and commercial aviation mirror those of everyday business worlds, be it a multi-national corporation, local company or start-up initiative; emphasising the importance of [teamwork](#), communication, forward planning and recognising that inevitable setbacks can and should be an incentive to learn, adapt and move on successfully.

Bruce's natural charisma and enthusiasm makes him the perfect choice as a keynote speaker for a wide range of topics for any business event.

Bruce's talks

- **Identifying New Opportunities**
- **Business Creativity**
- **New Technologies**
- **The Travel & Aviation Industry**
- **Business Start-Ups**
- **Reinvention**

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