



## John Pearson

**Chairman of Shazam Entertainment & former CEO of Virgin Radio**

John Pearson is a passionate Media Entrepreneur- currently chairman of the groundbreaking digital music company Shazam. He is the former CEO of Virgin Radio where he worked closely with Richard Branson giving him the inside track on the unique values that make the Virgin brand so successful.

## John's biography

### About John Pearson

- Chairman of Shazam
- Former CEO Virgin Radio
- Now consulting for Virgin on their Global Radio Network
- An excellent businessman and a [dynamic leader](#)

### Speaking Style

- Educational

John Pearson has worked with some of the most dynamic [entrepreneurs](#) in business today and it is this combination of inside knowledge and sound business sense that makes his talks so fascinating.

John Pearson has always been forward thinking before becoming Chairman at Shazam Entertainment, home to the highly successful music recognition app which is driving social media engagement with TV, he played a key role in the launch of Virgin radio.

Virgin was the 1st independent radio station to get a license to broadcast to the whole of the UK. He became managing director in 1995 and chief executive in 1997 after the station was bought by the Ginger Media Group run by maverick broadcaster Chris Evans. The period was turbulent and some say the most colourful in British radio history but John Pearson sailed through it with a reputation for integrity as well as being "An excellent businessman and a dynamic leader" according to Andrew Flanagan, the

chief executive of Scottish Media Group who would eventually buy Virgin.

During this time John Pearson worked closely with Sir Richard Branson giving him a unique insight into the values and behaviours of one of the most successful and respected [brands](#) in the world. When Virgin Radio was sold to Scottish Media Group in 2000, John Pearson made a substantial amount of money and resigned 4 years later.

He is now Chairman and Non Executive Director at Shazam Entertainment and consults for Virgin on their Global Radio Network. He is also a shareholder/director of World Architecture News. An entrepreneur and Harvard Business School Alumni, John has been asked to submit and present to the British Government joint and select committees for both the broadcasting act and the BBC charter renewal.

He is a fascinating speaker who has worked with some of the most dynamic characters in business today. Of the Virgin brand he says;

*“Virgin has a unique set of values and behaviours that empower staff to act in a Virgin way. These values define the invisible code of best Virgin practice and form the unique strand of Virgin DNA. By understanding the Virgin Values and how they work, not only are they transportable – you can learn to identify the core values already working within your business and start to use them for competitive advantage.”*

## John's talks

- **Virgin: core values, behaviour and culture**
- **Is it luck, circumstance or planning?**
- **Can the Virgin Culture be copied or transported to your business?**
- **How do you operate in 30 countries with 15,000 staff and still keep the same behaviours**
- **How does Virgin keep its unique culture across so many different market sectors and countries**