



## Justin's biography

## Justin King

### Former CEO of Sainsbury's

Justin King is the Vice Chairman and Head of Portfolio Businesses at Terra Firma and the former CEO of J Sainsburys PLC, who has a wealth of retail industry knowledge spanning a successful 30-year career.

### Justin King's background

During a decade at Sainsbury's (2004-2014), Justin led the supermarket chain through a major turnaround from tumbling [sales](#) to nine years of profit growth.

In 2015, Justin King became Vice Chairman and Head of Portfolio Businesses at private equity firm Terra Firma, which owns Annington Homes and Wyevale garden centres; he sits on the boards of the General Partners and is a member of Terra Firma's [Management](#) Committee.

Previously, he was Head of Food at Marks & Spencer and a non-executive director of Staples; he has also worked at Asda, Haagen-Dazs, PepsiCo and Mars.

A board member of the London Organising Committee of the Olympic and Paralympic Games, Justin was on the audit committee of both organisations. Moreover, he was a member of the Prime Minister's Business Advisory Group (2010-2012).

Well-known for his interest in motorsport, Justin King took on an advisory role with the Manor Formula One team after they fell into administration, implementing a company voluntary arrangement to facilitate a full recovery.

Justin King was awarded a CBE in the 2011 Queen's Birthday Honours List and, since then, has been named Most Admired [Business Leader](#) by Management Today (2013) and Britain's Most Impressive Businessman in the IPSOS-MORI Captains of Industry Report.

As a keynote speaker, he draws on international experience across consumer goods and grocery retailing to share insights into change and [leadership](#), including the importance of putting customers and colleagues at the heart of business. He tackles the vagaries of leadership, including his list of 'ten Cs' for great leadership. He also considers his personal journey and the lessons it's delivered, as well as ethical business.

