



## Will King

**Entrepreneur, founder and CEO of The King of Shaves**

Will King is an award-winning British entrepreneur for the digital age who has turned his male grooming products business from a one man band into a global multi-million pound brand – challenging established names like Gillette and Wilkinson Sword.

## Will's biography

### Will King's background

On his way up he has had to deal with recession, patent wrangles and the advent of the [celebrity](#) beard. He has just launched the revolutionary Hyperglide razor, designed a yacht and has plans to go into space.

- Launched his own multi million pound male grooming brand
- Leading digital marketer and early social media adopter
- Serial innovator

### Speaking Style

Passionate and enthusiastic, Will King has great advice for [entrepreneurs](#) on how to innovate, seize opportunities and never ever be boring.

## Will's talks

- **Growing a business in the digital age**
- **Starting a business from scratch**
- **Marketing, branding and PR**
- **Why there is no excuse for a boring business**

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