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# GREG DYKE

LONDON  
SPEAKER  
BUREAU

- Former Director General of the BBC
- Chairman of the Football Association



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Greg Dyke, the former BBC Director General is now Chairman of the FA (Football Association), Ambassador Theatres Group and of the BFI (British Film Institute).

Greg previously chaired GMTV and served on the board of BSkyB, Pearson, Channel 4 and ITN. Greg also guided the creation of Channel 5, and built the largest production company outside the US. He was Group Chief Executive of LWT (Holdings) plc and joined Pearson Television as Chief Executive in 1994. He was also a non-executive Director of Manchester United Football Club 1997-1999 and a Trustee of the Science Museum 1995-2005.

## Topics

- Business
- CEOs
- Entrepreneurship
- Executives

In 2000 he became Director-General at the BBC. He reorganised the structure and reduced administration costs from 24% to 15% of total income. In the course of four years he started four digital TV channels, five new radio networks and helped create Freeview. He also demonstrated a commitment to cultural diversity, both in staff and output. His direct, down to earth, management style has been widely praised for reinvigorating BBC morale and creativity.

After leaving the BBC in 2004 Greg was made Chancellor of the University of York; Chairman of HIT, a large international television production company specialising in programmes for the under fives in 2005; and in 2006 he became Chairman of Brentford Football Club. He is also a member of the supervisory board of ProSiebenSat.1, one of Europe's largest free to air broadcasting groups. In 2008 he succeeded the late Anthony Mingella as Chairman of the British Film Institute and in 2009 became Chairman of ATG, Britain's biggest theatre group. He is also an advisor on leadership to the NHS.

As a speaker, Greg shares his insights as the entire media sector undergoes major shifts and struggles to adapt to a new competitive environment. He also reflects on the challenges facing any leader under intense pressure – and considers how you bring change to a monolith when it's become part of the fabric of national life.