



Michael Rodd

A journalist by training, his face is familiar from his decade presenting BBC Television's **Tomorrow's World** – whilst many of today's younger leaders in the world of business know him well from his ten years chairing the popular children's series **Screen Test** – recently voted by Channel 4 viewers into the top 100 children's programmes of all time!

The British Institute of Management acknowledged his work in communicating the commercial realities of the digital revolution by naming him *Industrial Broadcaster of the Year* in 1980 & this led directly to his establishing *Blackrod*, a specialist company which works with business & industry to address the communication challenges & opportunities presented by fast changing circumstances.

He regularly contributes to conferences, seminars & road shows sharing business experiences, presenting new concepts or facilitating longer sessions providing the catalyst to ensure lively discussions & positive debate. For example in the recent past he has:-

- Presented the Technology Roadshow in the European Parliament, Brussels for the International Federation of Phonographic Industries attended by more than 150 MEP's & their colleagues.
- Chaired the Belfast International Conference of Human Rights for The British Council attended by delegates from more than 50 countries.
- Moderated the 5 day Global Sales & Marketing Conference for JT International held in Kuala Lumpur.
- Presented Deloitte & Touche Indy 100 Awards to the 100 fastest growing small companies in the UK – on behalf of D&T and The Independent on Sunday.
- Chaired the 2002 Industry Forum on behalf of the Society of Motor Manufacturers & Traders at the NEC.
- Chaired the EuroDebate at the 2002 International Automotive Conference hosted by the City of Sunderland.

- Chaired the International Partnership Symposium in Amsterdam on behalf of BAE Systems & it's European partners in joint ventures.
- Hosted the 2002 Excellence in European Logistics seminar & awards on behalf of UK Transport Press.
- Chaired the National Assembly of the British Red Cross.
- Delivered after dinner retrospectives on technological development at World Trade Group summits.
- Hosted the 2002 Flight International Aerospace Industry Awards in Singapore.

Michael's other recent clients include; *BT, Vodafone, KPMG, Aventis, Mercedes Benz, Astra Zeneca & GlaxoSmithKline.*

Michael presented **The Business Exchange** (live Channel 4 programme dedicated to helping people make a start in business on their own), **Business Matters** for the BBC, **The Real World & Commercial Break** for ITV. He has also presented the European editions of the series **Invention & UltraScience** for the Discovery Channel & revisited a past success when he presented the **Tomorrow's World Time Machine** for the BBC.

**For more information on Michael Rodd,
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