

John Cummins [REDACTED]

Since 2004 I have acted as a Senior Adviser to the CEOs and Boards of corporations and entrepreneurs who depend on innovation for their success, or who are going through significant market-related change.

I started my first magazine at 15, then after an early career in TV production I was appointed as Head of Youth Programmes at Channel 4 TV UK at the age of 25, where I launched the TV careers of several of the UK's best known TV personalities. In 1987 I founded a consulting business (Hydra) which advised Media CEOs on Strategy, Innovation and Creativity.

I sold the business in 2001 and was appointed Vice Chairman of the investment bank that had acquired it, (Hawkpoint), where I became Head of Media M&A. Since I left Hawkpoint in 2004 I have worked with a range of clients on their Vision, Strategy and Culture. These include:

Jeff Bewkes, Chairman & CEO Time Warner

John Martin, CEO Turner Broadcasting (CNN etc)

Mike Dolan, CEO Bacardi Group

Lucian Grainge, Chairman of Universal Music Group

Andy Bird, Chairman Walt Disney international

Lord Rothermere, Chairman of Daily Mail and General Trust (Mail Online etc)

Jeremy Darroch, CEO SKY (UK, Germany, & Italy)

Ynon Kreiz, Chairman & CEO Mattel Inc

Cesar Conde, Chairman, International, NBCU

Frank Holland, Global President of Advertising, Microsoft

Erik Huggers, CEO VEVO (Music Video)

Lord Andrew Lloyd-Webber, Founder, Really Useful Group

Sophie Turner Laing, CEO of Endemol-Shine, (\$2bn TV Production Group)

Brian Murray, CEO Harper Collins Publishing

Cobus Stofberg, COO of Naspers/MIH (Largest ex USA Global Media Group)

CEO of Abu Dhabi Government Media Zone

Chairman of Abu Dhabi Media Company

Her Highness Sheikha Salama, the wife of the Crown Prince of Abu Dhabi

From my Monaco base I have also advised:

The Oetker Group (Owner of Hotel du Cap Eden Roc, Le Bristol Paris etc)
Nicholas Edmiston, Chairman Edmiston & Company Superyacht Brokers
NetJets

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I have also developed a system to assess and maximise the alignment and agility of organisations. As Darwin pointed out, the only species that survive are those which are the most adaptable. Corporations have never been under more threat, and only those with the necessary agility will survive and thrive. That is primarily a function of how they leverage their human capital.

My technology mentors for all of the above are the President and senior team at Bell Laboratories, winner of 8 Nobel Prizes, where I am one of the judges of The Bell Labs Prize, a global competition for proposals that change the game in the field of information and communications technologies.