



Lara Morgan
Founder and Ex.CEO Pacific Direct Group Ltd
Founder of Company Shortcuts Ltd

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“It’s not at all about me,” says Lara, “actually I only want to encourage you.”

Lara began to develop the skills of an entrepreneur at an early age! Her parents lived and worked in Hong Kong, whilst she and her brother would travel halfway round the world to school in Scotland. Her independent childhood and her parents being wonderful ‘leaders by example’ all attributed to her understanding of business today.

She finished school at the age of 18 fully expecting to attend university. However, that same year her father was declared bankrupt. As a result, she found herself borrowing her first business clothes from a mate of her mothers and went for an interview. At 18 she taught herself the art of sales, and by 21 she was managing a Yellow Pages sales team in 6 countries in the Gulf. In 1991, at the age of 23, she started her first business, Pacific Direct Ltd, which manufactured and sold brand licensed toiletries and amenities to the hotel industry.

Seventeen years later, she sold her majority share (99%) in 2008 for the sum of £20million. Since then, she spends quality time with her husband and three lively daughters.

Lara is the Founder of CompanyShortcuts.com, a source of practical advice and frameworks to enable businesses leaders to achieve accelerated growth. She is seriously passionate about Leadership, Self and Employee Motivation (you might even remember her for celebrating achieving her first £1m profit by taking her staff on an all-expenses paid holiday to Barbados in 2005) and Business Growth; and she regularly talks about these and other specific topics based on her own experiences. Company Shortcuts has been founded to build a legacy trust that will sponsor ambitious enterprise leaders up to 50% of course costs to support enterprise growth acceleration courses.

Lara has investment interests in the following businesses: The Luxury Slipper Company Ltd; Gate8 luggage; Functional Fragrances; The Sandpit. She is also mentoring a young entrepreneur with the startup of WellHeeled. Not to mention she also gives a great deal of time as ambassador for UKTI for export.

She has been a finalist in Ernst and Young Entrepreneur 3 times and in 2005 she was a finalist in the Veuve Clicquot Businesswoman of the Year Award. Taking it all in her stride, Lara regularly competes as an Elite Triathlete.