



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

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*Lara Morgan is best known for growing Pacific Direct, from start-up to successful exit, 23 years later. She now invests her time in fast growth companies and represents UKTI as an Export Ambassador, having previously exported to 110 countries. Her vast experience and business knowledge includes specialisms in licensing luxury brands, manufacturing toiletries and selling to the hospitality environment through complex global distribution chains. She's also an expert in leadership and developing talent having learnt through her own experiences of employing 500 employees in an open fast growth sales culture.*

*Lara summarises herself as someone who, specialise in sales growth acceleration for entrepreneurs with ambition and business leadership development for CEO's.*

*She only speaks from experiences and is known to be firm, fair, direct and fun to work with. She particularly enjoys transformational opportunities and building outstanding results. She does not do mediocrity. Sometimes considered slightly unconventional but she definitely does what she says she will do and always with the aim to exceed expectations to get exceptional results."*