

# PIERS LINNEY

**Former Dragon on BBC Dragons' Den (Shark Tank)  
Channel 4 'Secret Millionaire'**

**Business Champion – Entrepreneur – AI Founder – Investor**

**Co-creator – Business Influencer – Media Commentator**





"Ambition is evenly distributed.  
Access to capital, networks,  
guidance and opportunity isn't."

@pierslinney



- **TV & RADIO INTERVIEWS**
- **RADIO DAYS**
- **PODCAST GUEST**
- **BRAND AMBASSADOR**
- **CONTENT PARTNERSHIPS**
- **SPONSORSHIP**
- **SPEAKING ENGAGEMENTS**





# BIOGRAPHY

PIERS LINNEY IS AN ENTREPRENEUR AND INVESTOR WITH EXPERIENCE ACROSS A RANGE OF SECTORS INCLUDING TECHNOLOGY, MEDIA CONVERGED COMMUNICATIONS, AND ADDITIVE MANUFACTURING. HE IS A 'TOP ARTIFICIAL INTELLIGENCE VOICE' ON LINKEDIN AND THE CO-FOUNDER OF NEXT GENERATION TECHNOLOGY PARTNER, IMPLEMENT AI, WHICH SUPPORTS BUSINESSES OF ALL SIZES TO UNDERSTAND AND IMPLEMENT AI-RELATED TECHNOLOGIES. PIERS IS ALSO CHAIRMAN AND A CO-FOUNDER OF ATHERTON BIKES, A WORLD-LEADING MOUNTAIN BIKE MANUFACTURER AND WINNER OF #1 AND #2 PODIUMS IN THE WORLD CHAMPIONSHIP 2023.

PIERS IS WELL-KNOWN AS A CHAMPION OF ENTREPRENEURSHIP AND SMES AND IS A REGULAR MEDIA COMMENTATOR.

PIERS IS PROBABLY BEST KNOWN AS A FORMER DRAGON INVESTOR ON BBC DRAGONS' DEN (SHARK TANK) AND FROM CHANNEL 4'S THE SECRET MILLIONAIRE. HE HAS A PROFESSIONAL BACKGROUND AS A QUALIFIED LAWYER SPECIALISED IN VENTURE CAPITAL AND IN M&A INVESTMENT BANKING AT CREDIT SUISSE AND WAS A NON-EXECUTIVE DIRECTOR OF THE UK GOVERNMENT'S DEVELOPMENT BANK, BRITISH BUSINESS BANK DURING THE ROLL-OUT OF THE £90BN COVID-19 BUSINESS SUPPORT LOAN SCHEMES. PIERS HAS BEEN RECOGNISED AS ONE OF THE UK'S TOP 100 MOST INFLUENTIAL BLACK BRITONS AND IN 2020 HE WAS RECOGNISED AS ONE OF THE UK'S TOP 20 ETHNIC MINORITY EXECUTIVES.

PIERS IS AN ADVISER TO SKY AND SITS ON ITS DIVERSITY ADVISORY COUNCIL AND SITS ON THE *FUTURE* STRATEGY FOR THE LEADING GLOBAL AUTOMOTIVE COMPANY, JAGUAR LAND ROVER. READ PIERS'S FULL BIO [HERE](#).







# SPEAKER TOPICS

- Dragons' Den and Secret Millionaire
- Interactive Q&A
- Personal journey from a mill town to the City
- Journey as a technology entrepreneur
- Business growth and scaling up
- Diversity and inclusion
- Black History Month
- Business financing
- Future of work and employment
- Impact of technology
- **Artificial intelligence**
  - Future impact and adoption







# LAW, DRAGONS, AND AI WITH BBC DRAGONS' DEN

**WITH PIERS LINNEY**

Entrepreneur | Former Investor at Dragon's Den (Shark Tank)



# LEGALLY SPEAKING PODCAST



**LIVE**

## Company Webcast opens a brand-new webcast studio in London

Live opening ceremony with Piers Linney

**COMPANY WEBCAST**  
A EURONEXT COMPANY

[Read more >](#)

## PUTTING AI TO WORK

Implement AI  
**PODCAST**  
THE AI-ASSISTED ORGANISATION

**Piers Linney**

Former investor on Dragons' Den (Shark Tank) | Co-founder of Implement AI | Co-founder of Atherton Bikes | Adviser | Speaker | Co-creator | #Anthropist | Former lawyer and investment banker

Implement AI  
 The University of Manchester

Top Artificial Intelligence (AI) Voice

**IMPLEMENT AI: U.K. BUDGET COULD BOOST SPENDING THROUGH TAX CUTS**

USD/CAD -0.07%  
FTSE 100 Close +0.08%  
DJIA Fut +0.01%

Tdk Corporatio/d 7907.00 ▼ 291.00 (3.6%)  
Renesas Electr/ 455 ▲ 0.0015(0.0%)  
CBOT Corn 426 ▼ 0 2/8(0.1%)  
CBOT Wheat 547 4/8

11:37  
ABU DHABI





23 October 2024 - The Slate, Coventry, UK

I'm Speaking at

AI TRANSFORM  
FUELLING SME GROWTH

Piers Linney  
Co-founder  
Implement AI

Don't miss my presentation!  
Register today and secure your place!

aitransform.net

ONLINE START UP COURSE

10 HOURS OVER 76 VIDEO LESSONS

STARTUP.PIERSLINNEY.COM

ENROL NOW

#STARTUP WITH PIERS LINNEY

Implement AI

EPISODE #50

DR. AALOK Y. SHUKLA

PIERS LINNEY

THE AI-ASSISTED ORGANISATION

Reflecting and Looking Ahead

🗣️ Top Artificial Intelligence (AI) Voice





Capita HgCapital



SONY Deloitte.



ICAEW CHARTERED ACCOUNTANTS





33:19

People Chat Reactions More

Camera Mic Share Leave

SL AR KW RI KM +176

Samantha L... Russell, ... Kris War... Islam, R... Moss, K...

Meeting chat

TM McCarthy, Tara 11:21 1  
How do you manage / balance being a black role model and the expectation to constantly achieve and do 'everything' ie be a role model, mentor, the DEI lead and still manage you own business etc...?

PB Bramley, Paul 11:25 2  
Would you say that Skin Colour or heritage background has been the greatest life hurdle for you Piers?

TM McCarthy, Tara 11:27  
Please pop your questions in the chat for the Q&A at the end of the session

Type a new message

Green, Joseph

Hay, Leanna

# VIRTUAL TALKS Q&A



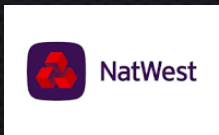


# TESTIMONIALS

"Piers was invited to speak at our conference. The **focus of his content was AI**, providing an overview of its current capabilities and how they might evolve over the next few years. The subject area was incredibly current for our business, uncovering a thirst for more insight across the audience. **Piers had a deep knowledge of AI, answering surprisingly advanced questions with ease**, his delivery was engaging and held the audience right to the end." - **Adrian Jaggard, CEO, Taylor Rose MW**



"A quick note to say thank you for speaking at our event this week. The **customer feedback has been fantastic** and your in conversation session with Michael was excellent. Really insightful, thought provoking and injected a real buzz into the room!" - **Neil, NatWest**



"Piers was keynote speaker and customer panel host at our Small Business Live event at Cisco Live Barcelona 2019. His presentation and panel resonated extremely well with our audience and **were top-rated sessions from the event programme by attendees**. Piers is an insightful, energetic and entertaining speaker, with thought-provoking ideas and insights based upon his extensive business experience. His vibrance and enthusiasm during his presentation kept the audience engaged from start to end. Not only was he well received by the audience, he was easy and personable to work with, spending extra time listening to the other speakers and interacting with our team and delegates." - **Wheller, Director, Segment, Brand & Advocacy Marketing, Cisco EMEAR**



"An amazing person and speaker. **So popular that we ran out of headphones** and space on our exhibition stand! It was an incredible sight." - **Sage (UK) Ltd**



"**Piers has had the biggest impact of any speaker that we have hosted in the 3 years since we have been running events...** Super-efficient and easy to work with in organising, I wouldn't hesitate in working with Piers again." - **Virgin StartUp**





# TESTIMONIALS

"Piers delivered an **exceptional talk** at our recent data and AI event. He nailed the brief perfectly and tailored his **talk on the future of AI-driven innovation to be hyper relevant and relatable to our audience**. Piers also took part in a panel session where he took a leading role in answer audience questions, delivering comprehensive answers and providing unique insights which demonstrated the depth of his AI knowledge. - highly recom**Lovely guy and great to deal with throughout** mend.

- **BigChange**



"Piers was charming and accommodating with members that wanted a picture and his session was wide ranging from social mobility to AI. He shared a positive message to help and encourage others. His session was very popular with members with at least 78% rating him excellent or good!"

- **ICAEW**



"We approached Piers to speak at Liverpool Slush'D 2024 as **we sought a high profile keynote speaker who could broadly cover the topics of technology, investment and entrepreneurship**. Piers nailed it - and had our ~300 attendees engaged throughout his talk and following Q&A session.

Our audience of local entrepreneurs, angel investors, VCs and other ecosystem players **were captivated by Piers' insights and the response we've had on social media following the event has been electric**. People have gone away from Liverpool Slush'D with actionable business insights and a ton of energy which I know for a fact will be an ongoing positive boost for our businesses. Thanks Piers!" - **Liverpool Slush'D**



"I have been working with Piers for the last 12 months covering a broad range of topics including AI, ESG, DEI, branding, strategic planning and how to make challenging decisions. The sessions prompted new ideas that we are now implementing in to our strategy and actioning. Piers also engaged with other areas of our business, which gave him a deeper understanding of our business and culture and helped prompt further engagement on some of these important topics in different areas of our business. Piers is approachable, open and willing to help."

- **Haysmacintyre (adviser to CEO)**





# CONTACT

[nichola@bathshebacap.com](mailto:nichola@bathshebacap.com)

## PHOTOS, BIOS & LOGOS

Click this [link](#) to access folder

