

David Roche

Professional Coach | Mentor | Chair & Former CEO | Author

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ABOUT DAVID ROCHE

Former CEO of Borders (UK & Ireland)
Award-winning former Director at Harper Collins,
Waterstones and HMV
Founder of Grey Area Coaching
Chair of London Book Fair
Chair of New Writing North
Amazon Best-Selling Author

David Roche is a professional coach and mentor working with a select few first-time CEOs across several sectors through his company **Grey Area Coaching**. He is also non-exec Chair of London Book Fair and Chair of the writing agency New Writing North. Additionally, he works with publishers and start-ups and lectures at the NFTS to their MA Creative Entrepreneurship students. David's second book, **Become a Successful First-Time CEO**, was published in March 2024 and is an Amazon #1 Bestseller.

David has worked in both retail and publishing as CEO of Borders and BOOKS etc, Product Director of both Waterstones and HMV, and Group Sales and Marketing Director of HarperCollins Publishing. He has also been President of the Booksellers Association and received several industry awards; in 2017 David was awarded an Honorary Fellowship from the University of Central Lancashire for services to the UK book trade.

KEY TOPICS

Leadership

Why New CEOs Fail

Imposter Syndrome and Confidence

Why You Need to Make Your Own Luck

The Dangers of Poor Transitions and Succession Planning

Crafting Key Relationships

Specialists v Generalists

Coaching and Mentoring

The Importance of an Independent Coach

The Real Power of Coaching and Mentoring

Why Coaching is Not Just for Newbies

The Importance of Active Listening

"Tough, bright, no-nonsense and immensely likeable, David is a breath of fresh air in the sometimes cloying world of book publishing.

He proved adept at handling the trade press and worked hard to add real value to the book community, winning industry awards and plaudits in the process. He is also an excellent – and highly amusing – public speaker."

Christine Martin, Founding Partner, The Pragmatico Partnership

GREY AREA COACHING

RECENT MEDIA APPEARANCES

HRnews



MINUTE-HACK
the **HRDIRECTOR**



FAST COMPANY

Forbes

Management Today



To book David to speak at your event, please email david@davidroche.co.uk

PRACTISED SPEAKER EXPERIENCE

TV and Radio ad hoc interviews for opinion pieces and trade announcements (1995 – 2008) - BBC, Channel 4, Sky News, Radio 4

Keynote addresses at Industry Events and Company Conferences (1995 – present) - HMV, Waterstones, HarperCollins, Bookseller Association, and others

Guest lecturing at Company Conferences (2006 – present) - Walker Books, Peach 20/20, Random House and others

Panel Chairing for other organisations (2012 – present) - Frankfurt Book Fair, Newcastle Writing Conference, Byte the Book, and others

Lecturing and masterclasses on publishing-related topics, digital start-ups, pitching, and inclusivity (2013 – present) - National Film and Television School, Kingston University, University of Central Lancashire, Northumbria University

Chair's Keynote addresses and interviews at London Book Fair and Northern Writers Awards (2012 - present) - Audience: senior publishing industry figures, authors, journalists



Watch David in Action on the **Extraordinary Business Book Club Podcast** with Alison Jones (Founder of Practical Inspiration Publishing)



BECOME A SUCCESSFUL FIRST-TIME CEO

Within his best-selling book **Become a Successful First-Time CEO**, David has distilled decades of hands-on business leadership and coaching expertise into an accessible and strategic guide for those looking to thrive in the C-Suite.

Proudly a 'why to...' not a 'how to...' book, David delves into the mindset, skills and relationships required for a successful first-time CEO.

With a plethora of both practical business and coaching expertise, David shares many interesting anecdotes from his career with the reader. Above all, by including his own missteps and obstacles, David's stories mean the book is relatable as those in CEO positions are often concerned about how their actions are being perceived by others.

"Not many business books can pull off being a genuine page-turner!" - Alice Rendle, CEO of Edgumbe Tea and Coffee Company

Published by Rethink Press



Purchase your copy of **Become A Successful First-Time CEO** on Amazon



"I've never met a coach with as much credibility as David - and I've met thousands of coaches - his industry experience as a CEO, Chair and NED plus his coaching/mentoring and knowledge of the book industry makes his book so very readable."

**Claire Pedrick, Coaching Supervisor, MCC
Mentor Coach and Host of The Coaching Inn Podcast**

CLIENT EXPERIENCE



To book David to speak at your event, please email david@davidroche.co.uk