

## ***William Rogers MBE***

*The Sunday Times Top 100 “Best Leader” of a mid-sized company for three years in a row (2012, 2013 & 2014), William Rogers is a people focussed manager, leader, entrepreneur and businessman.*

Founder of an insurance broking business at the age of 24, William built the business from scratch until it ultimately became one of the largest and most respected insurance broking firms in Cornwall. The business was sold in 2012 to national brokers, Towergate Insurance.

In 2001 he became Chief Operating Officer of UKRD Group, a commercial radio group which owned and operated ten local radio stations across the UK. A year later, 2002, he became its Chief Executive Officer. The company also co-owned a national advertising sales house with Wireless Group, a software development company, based in the south west, as well as holding interests in various broadcast transmission facilities. William turned UKRD Group around from a loss-making company to one of consistent operating profitability.

In 2009, he led a “hostile” take-over bid for public company, The Local Radio Company, delivering one of the rarest successes achieved in such circumstances; when UKRD’s bid defeated that of the alternative bidder even though UKRD’s cash offer was lower. The group employed over 275 people across England at 15 different locations.

William has a particular passion for getting the culture right within a business or organisation, believing it to be the single most important aspect of running any business. In essence, his approach is that people are the most important asset any business or organisation has and that they should be the central focus around which operational policies should be shaped and developed.

UKRD Group was accredited as being the Number 1 Sunday Times Top 100 Best Mid-sized Company to Work For in 2011, 2012, 2013 and 2014; a rare four times in a row. William himself has been in receipt of the Special Award as Sunday Times Best Leader of a mid-sized company three times, in 2012, 2013 and 2014, unique in the history of the Sunday Times Top 100 lists. UKRD Group was acquired by German media group, Bauer, in March 2019.

In Spring 2020 he became Non-Executive Chairman of Bristol based company, Stage Electrics and, in October of the same year, a joint founder and Chairman of Your Harrogate and Magnetiz, a new digital media start-up. In late 2022, William became non-executive Chairman of Startle, a background digital music supplier to the hospitality and entertainment sectors.

Outside of his professional life, he has been the chairman of a small housing society, chairman of a college of further education, primary school governor, elected councillor and leader of the local authority on which he served and was awarded the MBE in 1990 at the age of 30. He has also held office in support of a number of charities.