



LINKING WALES & THE SOUTH WEST  
FFERIAU MOR HAFREN KEYBALYOW MOR HAVREN

## DIRECTORS' PROFILES

### BRIAN MORGAN NON EXECUTIVE DIRECTOR

Brian Morgan is currently Professor of Entrepreneurship at the University of Wales Institute's (UWIC) Cardiff School of Management and Director of its Creative Leadership and Enterprise Centre. At UWIC he has developed an innovative programme of research into the business development needs of entrepreneurs and created a series of ground-breaking leadership development programmes for both the public and private sectors.



Prior to joining UWIC he was Director of the Leadership Centre at Cardiff University Business School for nine years and he also spent 7 years as the Chief Economist of the Welsh Development Agency, where he was involved in a number of high profile projects in economic development, entrepreneurship and business growth.

During the last fifteen years he has also worked as a senior policy adviser in Whitehall (Dept of Trade and Industry) and worked extensively in Europe (for the Organisation for Economic Co-operation and Development and EU). He traces his interest in economics to his time as a student and lecturer at the London School of Economics.

Brian is a director of a number of businesses, including:

- Chairman, Spadel UK Ltd., member of the Spa multinational group (producer of the best selling natural mineral waters Brecon Carreg and Spa)
- Director and Founder, Welsh Whisky Company Limited (distiller of Penderyn Single Malt - the first single malt whisky to be produced in Wales).
- Director of WindPower Wales, generating renewable energy and with a focus on community regeneration in North Wales

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