



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

DIRECTORS' PROFILES

GEOFFREY EDE NON EXECUTIVE DIRECTOR

Geoffrey Ede - a senior shipping executive with a unique combination of operational, commercial and academic skills, specializing in turning around under performing shipping companies in highly competitive markets in Europe, Australia, Scandinavia and the United States of America with a background of driving change, motivating staff and improving bottom line results.

Geoffrey was raised in Australia, starting his career in traditional Officer training with the Shaw Savill Line, serving principally on round the world passenger services and cruising out of Australia to the Pacific and Far East. Geoffrey returned to Australia and the Australian National Line, and now as a qualified Master realized the future was in managing ships and contributing to an Australian industry badly in need of strong management in an over unionized environment.

Managerial roles followed, leading to many senior Australian and International positions as Operations Director, Chief Executive and Managing Director of a number of companies involved in both conventional and passenger related businesses including ports and tourist related industries.

Geoffrey graduated from Melbourne University with a Master of Business Degree (MBA) and attended the prestigious management school The Australian Administrative Staff College, Mount Eliza, Melbourne.

A chance meeting with Jim Sherwood President of SeaContainers saw a further change in direction to pioneering Fast Ferry Transportation in Australia's Bass Strait to starting a number of routes across the English Channel (Hoverspeed) , Ireland, Scandinavia, the Mediterranean, and commuter services across New York Harbour. Geoffrey's career in Fast Ferries has been one that pioneered the fast ferry industry and saw Hoverspeed survive the introduction of Eurotunnel, loss of duty free and a rescue operation from Manhattan on 9/11.

A senior role in the City followed, before investing in hotels (Heritage Hotels Ltd) as Owner / Manager / Director, inspired by SeaContainers' extraordinary development of Orient Express Hotels and Trains, the world's finest.

VISIT SEVERN LINK ON [FACEBOOK](#), [TWITTER](#) AND AT WWW.SEVERNLINK.COM