
Strategy & Purpose: What do we really do

Tuesday 2nd December 2025

Speaker Biographies

Dr Kevin Croker, Independent Business Consultant



Kevin has over 20 years' senior leadership experience within major UK, US, Finnish and Dutch corporations. He instigated and led culture change programs, growth strategies, acquisitions and divestitures in different industry sectors, including, Steel, Lifts/Lifting Equipment and Construction Equipment manufacture. During his time with these organisations, he travelled to the USA, Australia, Africa, India, China, the Middle East, and all over Europe. For 10 years he was a Senior Lecturer and Executive MBA course Director at the University of Wolverhampton Business

School, where he completed his PhD in organisation culture permeation and its impact on performance.

Today, Kevin leverages his wealth of knowledge and experience as an independent consultant, specialising in organisational culture leadership and assessment. With a passion for guiding businesses towards transformative success, he is dedicated to helping organisations thrive in a rapidly evolving marketplace.

Carlos Francisco, Founder, Changing Paradigms



As a keynote speaker, Carlos Francisco inspires people to become better leaders in our world and organisations. Carlos is devoted to help advance a vision of the world that does not yet exist, a world where organisations are built with trust on people, in a way that they feel safe to be themselves and cooperate to change the world for the better.

A specialist in Lean, with over a decade experience in Lean, Leadership and Management, Carlos is fascinated by the people that make organisations a great place to work and deliver the greatest impact in our

world. His innovative and unconventional approach towards leadership has caught the attention of many leaders and organisations, that have invited him to attend multiple events across Europe on subjects such as Strategy Development and Deployment, Leadership Behaviour, Change Management towards transformations, Lean deployment, maturity assessments, cultural transformations, and people development.

Carlos believes that we can make organisations a better place to work if we truly demystify the real purpose of strategy, with leadership alignment, enabling people to achieve more by creating the correct environment required for them and supporting their own development.

William Cass CMgr MCMI, Host



21 years business experience spanning entrepreneurship, commercial leadership and start-ups. Most recently Co-Founder of Clockworx Systems working in the capacity of COO. Motivated by impact and hope, Will has previously stood for Parliament and been elected to the Executive Committee of a leading political party and think tank. Always open to new ideas and high impact opportunities, Will can also be found travelling the world with his young family.