

MacLaren Memorial Lecture



The MacLaren Memorial Lecture on Management is an annual event in memory of one of the Midlands' leading industrialists - James Edward MacLaren who was a founding member of the Chartered Management Institute Birmingham Branch. He also was Chairman of the Board of Governors of the Birmingham College of Technology which, in 1966, became Aston University.



David Smith presents

Investing in our future

David Smith became Chief Executive of Jaguar Land Rover in June 2008 on the sale to Tata, after twenty five years in the automotive industry with Ford. He has also been a Board member of Advantage West Midlands for the last five years.

David has had a roller coaster ride during 2008, dealing with complex transition issues for the newly independent company, putting the long term strategy for the business in place and trying to manage through the fallout from the worst global financial crisis for generations.

In this lecture David will outline how he sees the future and the opportunity to develop Jaguar Land Rover into one of tomorrow's industrial companies during a period of such uncertainty.

DATE: Wednesday 11th March 2009

TIME: 7.00pm prompt

VENUE: The Great Hall, Main Building, Aston University, Birmingham, B4 7ET

TO BOOK A PLACE: contact Claire Hopkins on 0121 204 4542 or at events@aston.ac.uk.

This Lecture is free and open to all. Free car parking is available on campus.

Networking with teas/coffees and cakes/pastries available in Aston Business School Conference Centre from 6.00pm.