

Returning Alumni to Birmingham Business School This Week

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Valarie Hughes D'Aeth and Matthew Key return to Birmingham Business School

Two alumni will return to campus this week to talk at the next Birmingham Business School's **Distinguished Leaders Series** (<http://www.birmingham.ac.uk/schools/business/alumni/distinguished-leaders-series.aspx>). Valarie Hughes D'Aeth, Group HR Director of Amey will speak about her journey into leadership Wednesday 7th November while Matthew Key, CEO of O2, will discuss the digital economy on Thursday 8th November.

Valarie Hughes D'Aeth graduated from the University of Birmingham with a B.Com degree and has had a successful career, spending time both in the UK and overseas. Valarie has been the Group HR Director at Amey, one of the UK's leading public services providers since 2009 and her talk as part of the Distinguished Leaders Series is entitled 'My Leadership Journey - Insights and Recommendations for Success'.

Find out more about Valarie Hughes D'Aeth and register for this event (<http://www.birmingham.ac.uk/schools/business/mba/events/2012/november/distinguished-leaders-valarie-hughes-daeth.aspx>).

Matthew Key is the current CEO of O2 and his talk at Birmingham Business School; 'The Digital Economy – How it Can Transform Society', will cover digital ecosystems, mobile advertising and the social needs of an aging population. Matthew was responsible for revitalising struggling mobile phone company BT Cellnet when it was given only six months to live and launching its new identity as the O2 network. Since then, Matthew has overseen the growth of O2's customer base to over 56 million, the delivery of new experiences such as the O2 Arena music venue and an exclusivity deal for the UK launch of the iPhone.

This won't be the first time the University of Birmingham alumnus has returned to the Business School, he previously gave a talk on 'The Story of O2' where he discussed meeting Steve Jobs to secure the iPhone deal.

Find out more and register for 'The Digital Economy – How it Can Transform Society' (<http://www.birmingham.ac.uk/schools/business/events/2012/November/matthew-key.aspx>).

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