

Liam Strong

Liam Strong is a partner of Cerberus European Capital Advisors running Operations for Cerberus in Europe. He joined Cerberus in 2002 and in the 2003-06 period he acquired, turned around and expanded the Teleglobe Group, as CEO, and sold it to the Tata Group of India in February 2006.

From 1997–2001 Liam was CEO of MCI WorldCom International, building their international business in Europe and Asia. Prior to that as CEO, 1992-97, he re-organised Sears plc, a large European retail conglomerate. In the 1988-91 period Liam was COO of British Airways, where he relaunched the brand, re-engineered the cost base and managed the Gulf War impact. He was CEO of Reckitt Benckiser's US food business, '86-88 where he integrated a number of acquisitions. In the 1971-86 period he held progressively more senior positions in Reckitt's Household, Toiletries and Pharmaceuticals units, internationally. Liam started his career in brand management with Procter & Gamble, 1967-91.

Liam has been a Board member of the Covia airline reservations system; Board member of Inchcape, the leading international auto distributor; Chairman of MCI's JV with Tractobel of Belgium; Chairman of the Industry Advisory Group to the UK Prime Minister; and Chairman of the UK Government's Advisory Board on Telecom Security.

He is currently a Governor of Ashridge Business School and a board member of Admiral Taverns