

GEOFFREY ROY SELVIDGE

Chairman 2005-2007



Geoff was born in Leicester in 1952.

He is married.

Most of Geoff's working life to date has been with Kawasaki Motors (UK) Ltd.

CAREER HIGHLIGHTS

1979	Joined Kawasaki Motors (UK) Ltd as a Regional Sales Manager
1983	Administration Manager - KMUK
1984	Manager Special Products Group – KMUK Development of non motorcycle product sales
1993	Senior Manager Sales Marketing & Technical – KMUK All products including Motorcycle
1979	Senior Manager Sales Marketing & Technical - KMGB
2001	Vice President Marketing Europe - based in The Netherlands - Kawasaki Motors Europe
2005	Divisional Marketing Manager with Yamaha Motor UK
2008	Divisional Manager Marketing Communications – All products
2009	Formed own business consultancy specialising in Powersports
2012	Formed ShopTuner – joint consultancy with Roy Pinto – Visual Merchandising consultancy

Geoff tried his hand at Vintage Grass-Track and Speedway riding, He was crap.

His current activities include private pilot, fell walking, mountain biking and beer drinking.

His claim to fame? He once met Gene Pitney in a lift.