



THE UNIVERSITY OF  
BUCKINGHAM

## INNOVATION & ENTREPRENEURSHIP

.....Guest Speakers.....

Wednesday 31st August at 18.30hrs in AdRB1

**TOBIAS MORRISH**  
**HECTOR MEYER**



For more Information Contact  
Caroline.rogers@  
buckingham.ac.uk

01280 820179

**TOBIAS :** Since graduating from Buckingham University in March 2015, Tobias has managed to double the size of the family business in just over a year, by introducing new methods of selling, which have caused a big stir in “traditional estate agency”.

Tobias also runs an online blogging site [www.ikiteuk.com](http://www.ikiteuk.com) which he set up out of frustration which he has turned into a profitable business and is now the perfect platform for his latest start up.

Tobias is about to launch his latest start up Swellshell which has been an adventure. Tobias will talk about the journey from having an idea to making it happen.

**HECTOR:** Hector started at Buckingham University in 2013 and graduated with a 2:1 which he said “was nothing short of a miracle.” During his time at the University, studying Business Enterprise, he managed the business Collective Spirit, importing, marketing and distributing premium rum from the Seychelles with partners Tobias and Justin, allowing Hector to express his passion for the alcohol industry using his knowledge about the processes and history of brands, and further developing this knowledge.

“From starting the degree to graduating I was changed dramatically as a person and in my approach to business. Upon completion of BBE I went on to work at the Rum Distillery in the Seychelles and dealt with high end hotels from The Four Seasons to The Hilton which furthered my business confidence.”

Hector now works for the Co-leader of wine and spirits in the world, Pernod Ricard that own such brands as Absolut and Malibu. His role is sales and marketing based and he takes full responsibility for the relationships at Tesco. Hector is the go to person for information regarding their brands and activations in store.