

## Will Carling

Former English Rugby Superstar

Will Carling was England's youngest and is the world's longest serving rugby captain, taking on the position at the age of 22 and steering the side to memorable back-to-back Grand Slam wins in 1991, 1992 and 1995 and to the World Cup Final, taking his retirement in 1996. England's dramatic win over the touring All-Blacks in November 1993 meant that Will captained a winning team at least once against all of the world's major rugby playing nations.

Will's business career has been as impressive as his playing successes. From Sedbergh School and Durham University he was commissioned as Lieutenant in the Royal Regiment of Wales before moving onto a marketing post with Mobil Oil in 1988. In 1991 he founded and became Managing Director of Insights Ltd., which presented motivational seminars to Captains of Industry by Captains of Sport.

Will has now set up a sports hospitality and event management company called 'Will Carling Management Limited' whose clients include ABN Amro, Accenture, Allen & Overy, AT&T, BBC, BT, Bank of America, Cisco Systems, Citigroup, Coca Cola, CSFB, Deloitte, Deutsche bank, EMC, Ericsson, Ernst & Young, GE, GlaxoSmithKline, Goldman Sachs, HP, HSBC, IBM, KPMG, Linklaters, LogicaCMG, Morgan Stanley, Microsoft, Oracle, Reuters, Sony, Thompson Financial, Vodafone.

WCM Ltd have created 'The Captains Club' an exclusive hospitality facility at Twickenham. Based in the North Stand of the stadium, it delivers the most elite hospitality available on match day, hosted by some of the greatest names in Rugby's history.

Will has also created a cycle events company called 'Ride With The Pack'. The Pack provides clients with the opportunity to ride like a professional cyclist, shoulder to shoulder with some of the sports biggest names.

Guests can enjoy the full 'Tour de France' experience, with Motorbike outriders, lead and support vehicles and a full mechanical support service whilst riding spectacular routes alongside the likes of Geraint Thomas, Laura Trott, Richie Porte, David Millar and Simon Gerrans.