



Press Release
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FOR IMMEDIATE RELEASE

Grit and Growth - An Entrepreneurial Journey

IoD Jersey Industry subcommittee Event – 17 September 2025, 6pm-10.30pm | Pomme D’Or Hotel

IoD Jersey is delighted to welcome leading minds from multiple sectors to join us for a new style event on **17 September 2025** to explore the entrepreneurial journey from bold beginnings to transformational exits. Jersey has the potential to be an incubator for entrepreneurial activity and IoD is excited to bring together experts who have undertaken this journey to provide their insight.

This dynamic gathering, kindly sponsored by Resolution IT (as lead sponsor) promises insight, connection, and inspiration for directors, founders, investors, and senior decision-makers.

We are joined by Steve Hewitt, former CEO of Gymshark, the leading fitness apparel brand. Founded in 2012 by Ben Francis and Lewis Morgan from humble beginnings in Francis’ garage, Steve helped steward Gymshark through a period of exponential growth, clinching its status as a global phenomenon and joining the elite circle of British ‘unicorn’ companies. Steve’s expertise is in leadership and creating high performance purpose-driven cultures which help drive rapid scale, best illustrated by Gymshark’s phenomenal growth from 40,000 to 4 million customers, which boosted sales from £4m to £400m during his seven-year tenure.

Mr Hewitt, a self-confessed Unicorn Builder says *“All humans have egos at times, but when it overtakes your capacity to learn from your mistakes, that’s when there’s a problem. Because in all the businesses I’ve worked in, I’ve actually found we learn the most when we make mistakes. The trouble is the big egos don’t want to make mistakes, so they don’t learn, they don’t grow, and the business suffers”*.

Hosted by the IoD in collaboration with business leaders from Jersey and London, this event will feature a high-profile panel of seasoned entrepreneurs, a compelling fireside chat on leadership, and structured networking opportunities with peers shaping the future of business.

Highlights include:

Panel Discussion – Real-world journeys from start-up to scale-up, including Allan Wood (Hiizy), and Hanna Roos (Aavalynx) with reflections on risk, resilience, and rewards.

Fireside Chat – *Steve Hewitt* (Founder, Whanau; Former CEO, Gymshark) and *Mark Brider* (CEO, Birmingham Women’s & Children’s NHS Foundation Trust) on authentic leadership and



entrepreneurial impact.

Themes Explored – Innovation through adversity, lessons from failed ventures, sustainable and social enterprise, and the importance of diversity and inclusion in entrepreneurial ecosystems.

The event will conclude with a dedicated networking reception, offering attendees the chance to build relationships and explore new collaborations with industry peers and potential partners.

Date: Wednesday 17 September 2025

Time: 6pm-10.30pm including a meal and networking drinks

Location: Pomme D’or Hotel

Tickets: Available via Eventbrite [Grit & Growth - Lessons From Leaders Who've Been There Tickets, Wed, Sep 17, 2025 at 6:00 PM | Eventbrite](#)

Join us for a powerful, forward-looking event designed to energise leaders and inspire the next chapter in enterprise.

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Notes to editors

IoD Jersey was founded in 1966 and has over 860 members from all sectors of the business community, both private and public sectors.

The local branch promotes the business sector and strives through lobbying to ensure that political decisions do not stifle local business and free enterprise.

The Institute of Directors (IoD) was founded in 1903 and obtained a Royal Charter in 1906. The IoD is a non-party political organisation with approximately 35,000 members in the United Kingdom and overseas. Membership includes directors from right across the business spectrum – from media to manufacturing, professional services to the public and voluntary sectors. Members include CEOs of large corporations as well as entrepreneurial directors of start-up companies.

