



Will Whitehorn

Director, Virgin Group
President, Virgin Galactic

Aged 46, Will Whitehorn joined Virgin Group in 1987, as head of corporate public relations. Previously he was an account director at Lombard Communications where he had worked on numerous flotation's and bids. Before entering the public relations industry he had worked for British Airways as a helicopter crewman in the North Sea, was a Graduate trainee with Thomas Cook Group and finally market intelligence officer for the TSB Bank (now Lloyds TSB). He was educated in Edinburgh (Scotland) and graduated from Aberdeen University in 1981 with an honours degree in history and economics.

Having joined Virgin Group at the time of the October Stock Market crash of 1987, Will was responsible for all public relations activity relating to the buyout of the Group from the stock market in 1988 (one of the few successful buyouts of the decade) and for presenting Virgin's new joint venture strategy in the years 1988 to 1991.

From 1993 to 1995, he worked with Sir Richard Branson, and other directors from around the Virgin Group on developing a strategy to expand the brand into a number of new areas, this resulted in the launch of Virgin Radio in 1994, Virgin Direct in 1995, Virgin Cinemas in 1995, Virgin Net in 1996, Virgin Rail in 1997 and Virgin in Mobile in 1999.

From 1997, he began developing Virgin branded venture capital model for global expansion. In 2000 he was appointed Brand Development and Corporate Affairs Director of Virgin world-wide and became one of the 5 directors responsible for managing Virgin's unique venture capital portfolio of global businesses through its Investment Advisory Committee.

In addition to his full time role at the Virgin Group, Will was appointed President of Virgin Galactic LLC in 2004 following the successful negotiation of the rights to develop technology in Space Ship One, licensed from the Mojave Aerospace Ventures, a Paul G. Allen company. The company is now developing Space Ship Two with The Spaceship Company and Scaled Composites in Mojave, California.

Will is married with 2 children and lives in London and East Sussex. His hobbies are Archery, Shooting, sailing, chess and bridge.

* Outside of the Virgin Group, Will is also a shareholder and non – executive Chairman of Next Fifteen Communication plc, a worldwide technology public relations group, quoted on the London Stock Market.