

"Most Visionary Leaders Shaping Success in 2025"

June 2025

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Igniting the Spirit of Entrepreneurial Excellence

magazine

CEO of
Amber Dew
Business
Solutions Ltd

"Most Visionary
Leaders Shaping
Success in
2025"



AMBERDEW
BUSINESSSERVICES

LORD RUSSELL BAKER



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Editor in chief

Luna Martin

Creatine Directions

Ethan Toylor

Designer

Alok yadav

Associate Designer

Amelia Wilson

Technical Analyst

Hazel Janes

Seo Executine

Ella Davis

Research Analyst

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Lord Russell in the library at
Mexico's premier business
club Piso 51, Mexico City in
May 2021



COVER STORY

Lord Russell Baker

**CEO of
Amber Dew Business
Solutions Ltd**

Lord Russell Baker: Engineering Vision, Empowering Communities, and Redefining Leadership

In an era defined by fast-paced change and superficial success stories, Lord Russell Baker represents a refreshing counter-narrative. His journey, rich in reinvention, credibility, and community, exemplifies what it truly means to be a 21st-century leader. From engineering roots to philanthropic heights, Lord Russell Baker's multifaceted life stands as a testament to the power of purpose-driven evolution.

Early Life and Foundation

Born in Cove, Hampshire, in the UK and raised in a disciplined Church of England family, Lord Russell Baker's values were deeply shaped by his upbringing. His father, a career soldier in the British Army, served in Singapore, instilling in him a sense of service, structure, and integrity. After attending School, Lord Russell Baker pursued a degree in Production Engineering at Aston University, setting the foundation for his early career in the tech and engineering sectors.

"Discipline and credibility were not just taught at home; they became the backbone of everything I built," he reflects.

A Dynamic Career in Business Transformation

With a solid technical foundation, Lord Russell Baker began his professional journey in the 1980s, working for companies like TIE Communications and Siemens Network Systems. Over the following decades, he held consultancy and leadership roles with major corporations such as IBM, Reuters, Deloitte, Accenture, QinetiQ, and the UK Home Office. Specializing in business transformation, operations, and cyber security, he developed a reputation as a reliable problem-solver who could bridge technical complexity with strategic clarity.

"Adaptability is the most underappreciated skill in business. Reinvention is not a weakness; it is a necessity," Lord Russell Baker often says.

The Birth of Amber Dew Business Solutions Ltd

In 2024, Lord Russell launched Amber Dew Business Solutions Ltd—a strategic



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Lord
Russell In
New York
city

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AMBER DEW
BUSINESS SERVICES

consultancy designed to offer premium, results-oriented services to companies looking to cut costs, enhance growth, and retain talent. Unlike conventional consultancies, Amber Dew Business Solutions Ltd blends high-level strategy with practical, scalable solutions, grounded in Lord Russell Baker's decades

of hands-on experience.

"We embed ourselves into our clients' ecosystems. We don't just consult; we partner, co-create, and execute," he emphasizes.

The business is now expanding



“ Lord Russell with Terry Owens
the former Aldershot Town
Chairman and now life
Ambassador, Aldershot Town
FC September 2024. ”

nationwide, offering solutions in cost reduction, employee wellbeing, and corporate branding. With a strong pipeline of clients and a vision to scale internationally, Amber Dew Business Solutions Ltd is positioning itself as a hybrid

consultancy that merges business excellence with social impact.

Media Presence: The World of Lord Russell

In 2022, Lord Russell also launched his globally accessible podcast and media platform, "The World of Lord Russell Podcast Talk Show.

Lord Russell with David Buchler the Chairman of Buchler Phillips in Mayfair London. David Buchler is the former Vice-Chairman of Tottenham Hotspur FC



"This bi-weekly program quickly gained traction, featuring deep-dive conversations with thought leaders, celebrities, athletes, and entrepreneurs. Available on Spotify, Amazon, YouTube, and more, the show blends inspiration with insight, drawing a global audience hungry for authentic stories.

"People connect with truth. The world doesn't need more perfection—it needs more honesty," Lord Russell Baker says.

With topics ranging from personal resilience to global business trends, the show has become a cultural touchstone, bringing Lord Russell's blend of humour, humility, and hard-earned wisdom to millions.

Charitable Leadership: Giving with Intention

Lord Russell's philanthropic journey is deeply personal. In 2014, he launched the Lord Baker Community Fund to support causes close to his heart, including health, education, and wellbeing initiatives in Norfolk and beyond. Through sporting events, charity auctions, and public engagements, he has raised thousands for charities such as EACH, Star Throwers, and the Norfolk Community Foundation.

"Charity is not about pity. It's about empowerment. It's about giving people the tools to thrive," he says.

Notable events under his guidance include the Norwich Charity Darts Masters and fundraising exhibitions featuring legends like Ronnie O'Sullivan and Phil Taylor. His innovative approach has combined entertainment with impact, drawing corporate sponsorships and celebrity support

to causes that need visibility and funds.

A Personal Journey of Resilience

Behind every achievement lies a human story. In 2006, Lord Russell's life changed irreversibly with the tragic loss of his wife, leaving him a widowed father to three children. This devastating chapter shaped not only his personal philosophy but also his professional path.

"That kind of loss strips you down to the essentials. It's where you find out who you really are," he shares.

Through grief, he discovered renewed purpose. His children became his compass, and his work transformed into a channel for healing and impact. His autobiography, "My Way," candidly explores these experiences, offering readers a window into the trials that shaped his triumphs.



“ —

Lord Russell and Terry
Owens Aldershot Town
FC April 2018

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**3D AS YOU HAVE NEVER SEEN BEFORE:
WITHOUT GLASSES.**

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The first 3D smartphone is a LG.



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A photograph of Lord Russell Baker, a man in a blue suit and white shirt, sitting at a desk in a television studio. He is smiling and looking towards the camera. Behind him is a large screen displaying the title 'THE FOOTBALL SHOW' in large, bold, white letters on a blue background. Below the title, the 'sky sports news' logo is visible. The studio has a modern, curved design with blue and white lighting.

THE FOOTBALL SHOW

sky sports news

"Most Visionary
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“
Lord Russell at The
Football Show, Sky Sports
May 2025
”

Legacy and the Role of Nobility

Lord Russell Baker holds the ceremonial title of "Lord of the Manor of Little Moulton," a hereditary distinction that he uses not for personal elevation but for public service.

"Titles are tools, not trophies. If a title opens doors for good causes, then it has value. Otherwise, it's just letters on a letterhead," he asserts.

He uses this platform to amplify charitable causes, boost local economies, and represent Norfolk on national and international stages. His leadership is characterized not by command, but by compassion.

The Three Pillars: Credibility, Charisma, and Contribution

When asked what defines his success, Lord Russell Baker identifies three core attributes:

- **Credibility:** "Reputation is your strongest currency. Guard it, grow it, and never sell it cheap."
- **Charisma and Branding:** "People buy people. Be memorable, be authentic."
- **Philanthropy:** "Real wealth is in what you give, not what you keep."

These principles are embedded in every venture he leads, from business consulting to podcasting, public speaking to community fundraising.

Lord Russell in the News
and Press area at C.D.
Guadalajara FC in July
2021



Vision for the Future: 2025 and Beyond

Looking ahead, Lord Russell is focused on scaling Amber Dew Business Solutions across the UK and internationally. Plans include:

- Launching a full-scale business education platform
- Expanding his podcast into a video documentary series
- Creating strategic partnerships in sport and media
- Developing a youth mentorship network
- Increasing the reach and impact of the Lord Baker Community Fund

"We're building a legacy enterprise—a business that outlives me, serving people long after I'm gone," he envisions.

Words of Wisdom for Aspiring Leaders

For young professionals and entrepreneurs, Lord Russell offers this advice:

- **Protect your credibility like a crown jewel.**
- **Learn to communicate your value with clarity and charisma.**

- **Lead with your heart, but don't forget your head.**
- **Build something that serves others. That's where real success lives.**

Conclusion: A Leader for All Seasons

Lord Russell Baker is more than a businessman or media host. He is a model of what leadership can look like when it's rooted in values, driven by vision, and expressed through service. His life serves as a roadmap for resilience, reinvention, and relevance in a world hungry for authenticity.

In the words of the man himself: "Legacy isn't what you leave behind. It's what you build every single day."

For more about Lord Russell Baker:

Website: www.norfolklord.co.uk

LinkedIn:

[linkedin.com/in/russelljamesbaker](https://www.linkedin.com/in/russelljamesbaker)

YouTube: Lord Russell Baker

Channel Podcast: "The World of Lord Russell" on Spotify, Amazon, YouTube



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Lord Russell at Leyton Orient Football Club with Peter Kitchen and Julian Lloyd-Webber August 2024

“ Lord Russell at
Brooklyn Bridge,
New York, June 2021 ”

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THE BEER FREEZE AD

GET YOUR ICE COLD BEER IN HALF OF THE TIME.

IDEA

Everyone has faced the problem of wanting to have a beer but then finding out it was warm. You'll then need to put it on the freezer and wait for a while so it gets cold. That's why Glacial came up with a print ad, made with a special paper that gets your beer cold in half of the time.

HOW IT WORKS

All you need is to put the ad on water, roll it on the bottle and leave it on the freezer. The salt on the paper accelerates the cooling process and makes you beer cold much faster. When you realize you're already with your cold Glacial on your hands.



MADE WITH SALT PARTICLES





1. Pull the ad



2. Put water



3. Put in the freezer



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My Way

LORD RUSSELL BAKER

with Edward Couzens-Lake

LORD RUSSELL BAKER

My Way

with Edward Couzens-Lake
Foreword by John Lowe MBE

Supporting the Lord Baker
Community Fund for
Local Charities



Norfolk
Community
Foundation

Supporting the Lord Baker Community
Fund for Local Charities

