Tony Moore: Biography

Tony Moore is a Londoner and after leaving boarding school in Cheltenham, he returned to complete a 5-year apprenticeship, earning a degree in Engineering. Tony then joined a Fortune 500 international company where he worked his way up to become V.P. of International Marketing. Moving to Brussels in Belgium, he developed and launched an internationally successful business into 30 countries. He became an entrepreneur and owned a successful start-up wine bar in London before moving to Indianapolis USA where he ran an acquired company and turned it into a center of excellence for the US Canada and South American markets.

He then left to launch a fragrance company with the former ‘Nose’ of Elizabeth Arden launching their fragrance ‘Stardust’ into Bergdorf Goodman in New York then into the top tier stores across the USA.

Moving on he then took over a privately held and failing specialist US glove manufacturing company, which he turned around to become the biggest glove manufacturing company in the USA. While there, he became the only certified glove designer in the USA, and was tasked to be part of a glove technical committee formed by the US Army, advising the US Military on glove design. He developed, and built, several military gloves including one of which that is now in every US GI’s kit bag. He was featured in a Fox News program, “Inspirational Entrepreneurs,” and was the US Correspondent for a UK radio show.

Tony has just published his 3rd book titled “He’s A Funny Cat Ms. High, My 32 Years singing with James Brown.” Which he co-authored with singer Martha High. Tony is now a freelance writer with several business articles and inclusion into Emeritus Professor Malcolm McDonald’s 47th book, “Strategic Planning,” which is required reading for MBA Students.

Tony, lives in Indianapolis and has four children; two daughters Amanda and Georgia, both Reike Masters, living in London with his six grandchildren, as well as two sons Nicholas and James living in Indianapolis where he now lives with his wife Sue of 30 years.