



### Dennis, Felix

**Title** Chairman and owner

**Company** Dennis Publishing

☎ (020) 7636 1305

☒ Undisclosed

**How's your year been?** Coitus interruptus (throat cancer).

**Learnt anything new lately?**

Radiotherapy sucks but it's better than chemo – seems to work, too.

**What will be the biggest change in adland in five years?** Media delivery mechanisms.

**What are your biggest challenges?**

Learning to shout again – seriously? Trying

to absorb the dazzling changes in digital development.

**What are you really loving right now?**

Being alive to witness the turmoil around me.

**What's your favourite ad this year?**

Sky "believe in better" – it does the job!

**What's your favourite app?** *The Week*

UK – form followed function AND delivered.

**Who's your (wo)man of the year?**

Not telling, so you can't poach him or her.

**What's the most interesting thing about you right now?**

Being alive and fey and fearless.

**What could you win a gold medal for?**

Luck – and lessons in getting back on the horse.

**What obsesses you?** The search for talent – it's all a company needs.

**What keeps you sane?** Writing and performing poetry – nothing like it for

staring down the Grim Reaper.

**What will be your downfall?** Wine,

women and iambic pentameter.

### The lowdown

For a publishing genius who has been ahead of the digital curve – including the launch this year of the iPad edition of sublime *The Week* – the idea that Felix Dennis still believes in the power of print is an enormously encouraging one.

Poetry, of course, remains a firm passion and a key project this year has been inscribing a 30-tonne rock with his poem *Mirabile Dictu*. The rock will reside in a forest planted by Dennis in the Midlands; forests are another firm passion.

And of course 2012 was the year Dennis was diagnosed with throat cancer, an experience he's written about with typically searing honesty. As Dennis himself has said: "There's ever a dull moment at Dennis Towers."

