

PROFILE



Kevan Coleman

Kevan Coleman is chairman and joint managing director of K2 Direct Mail. He's a workaholic who formed the company six years ago and 'can't bear to think about' doing anything else. He has an unhealthy enthusiasm for Manchester United, but we can't judge him on that – he's from Cheshire

What would you buy if you won the lottery?

A new striker for Man United

Who would you most like to go into business with?

Richard Branson

How old will you be when you retire?

Feeling ten years younger than I am now

What's your favourite printing paper?

PrintWeek

What is your biggest fear?

Failure

What is your favourite smell?

Success

What will you be doing in the year 2000?

Celebrating – I hope

Who should lead this country?

Any party that does what it says

When do you lie?

When I'm asleep

What's the most overrated virtue?

Patience

How old are you?

Old enough to know I don't know it all

What do you look like?

Cross between Dennis Taylor and Tommy Docherty

How do you keep fit?

By never standing still

What would it say on your epitaph?

I knew I would have to stop sometime

What was your first job?

Working in my sister's grocery shop

How much did you earn?

£2/15s/6d a week

What was your best ever job?

When I was an apprentice

Who do you most admire in print?

People who can put up with me

What is the biggest mistake you have made in printing?

Backing up 120,000 sheets with the wrong black plate

What's the greatest lesson you have learned from printing?

To take nothing for granted

What's your greatest achievement?

Forming K2 Direct Mail

How would your colleagues describe you?

Inspirational and enthusiastically OTT

What's the best bit of kit you've ever bought?

Manchester United European Cup Winners kit

What makes you angry?

Andy Cole not scoring

Who would you most like to share a bath with?

A Manchester United Cup winning team