

## FOR IMMEDIATE RELEASE

### Former PwC Senior Partner Turns Passion for Cars into Successful Family Enterprise

BRIDGEPORT, CT — [Date] — Walking away from the top of the corporate world is rare. Building an empire that outpaces industry giants? Even rarer.

In 2012, Mike Gisby, then Senior Partner at global consulting powerhouse PricewaterhouseCoopers (PwC), quietly began restoring classic cars with his wife, Kathleen, as a passion project. What started in a small garage would soon become Rover Trophy, now recognized worldwide as the leading name in bespoke Land Rover Defender builds, setting the gold standard for innovation, craftsmanship, and luxury in the ultra-competitive world of custom automotive design.

“I was living two lives — one closing billion-dollar deals at PwC, the other building something deeply personal at home,” says Mike. “The moment came when I realized the real legacy wasn’t in corporate boardrooms — it was in creating a business I could pass on to my family and transform the industry with.”

With five children — three of whom have special needs — Mike and Kathleen knew they wanted more than just a company; they wanted a future their family could own. In August 2024, Mike made the boldest move of his career, leaving PwC, buying out his partner, and scaling Rover Trophy into a dominant force in the custom Defender space.

Today, Rover Trophy stands shoulder to shoulder with the biggest names in the automotive world, commanding global attention for its Defender 90 and Defender 110 builds, which start at \$250,000 and can exceed \$300,000 depending on customization. Known for combining rare artistry with cutting-edge engineering — including proprietary chassis systems and Tesla-powered drivetrains — Rover Trophy has become the go-to brand for elite collectors, adventurers, and connoisseurs worldwide.

“We’re not just another shop building Defenders — we’re defining the top of this industry,” says Mike. “Our clients expect the extraordinary, and that’s what we deliver: vehicles that are as unique, powerful, and enduring as the people who drive them.”

Rover Trophy’s growing team of 18+ specialists is on an ambitious growth trajectory, with plans to expand its offerings and cement its place as the undisputed leader in luxury, bespoke Defender design. Beyond its products, Rover Trophy remains committed to its family-driven roots, creating a workplace where Mike and Kathleen’s children — and the next generation — can thrive.

“I gave up a global career to build a global brand,” Mike reflects. “Now, Rover Trophy is positioned at the top — and we’re just getting started.”

For more information, visit [www.rovertrophy.com](http://www.rovertrophy.com) or contact:

### **About Rover Trophy**

Rover Trophy creates hand-crafted, custom Land Rover Defenders. From the chassis to the final stitch in the interior, Rover Trophy’s expert team blends professional craftsmanship with modern engineering to create high-performance classics. Team members work closely with clients to create the car of their dreams with passion and precision—Rover Trophy redefines vintage luxury.

### **Contact Information**