

Keith Probert MBA

Senior Interim/Corporate Coach at Viimi Ltd & Board Member at Faculty of Business and Law
Advisory Board (UWE)

keith@viimi.co.uk

Summary

An MBA graduate with over 30 years in the leadership arena, with an enviable national and international record in Sales & Marketing and Operations, including developing and delivering strategy. Informal, but strong leadership style, and successful completion of many projects across Europe and the USA.

Passionate about organisational growth, used to remotely managing multi-site teams, excels at building relationships and creating partnerships with internal and external stakeholders. An accomplished communicator, influences the decision making process at all levels.

Keith likes to identify with the company, enjoys freedom of speech and democratic relationships, is at his best when free from both control and detail. Works well with, and as, a participative leader, who will consider others and those with whom others can associate.

Keith Probert is especially well equipped to make a positive impact on, and contribution to, any organisation in a variety of ways. He will accomplish this by motivating people to act, generating enthusiasm in others, radiating optimism & creating positive attitudes within the work environment.

DESCRIPTIVE WORDS:- Communicative, influential, persuasive, friendly, verbal, optimistic, enthusiastic, motivational, mobile, alert, firm, strong-willed and independent.

GENERAL CHARACTERISTICS

- Friendly and persuasive; mixes well with a variety of people.
- Energetic, flexible; adapts to change easily.
- Generates enthusiasm in others.
- Likes friendly, non-confrontational environments.
- Independent in thought and action.
- Promotes concepts and ideas.

Specialties:

- Strategy, Development and implementation.
- Leading Change.
- Executive Coach.

- Business Development.
 - Sales & Marketing.
 - Business Mentor.
 - Customer Relationship Management.
 - Interim Management.
 - Civil & Commercial Mediation.
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Experience

Board Member - Faculty of Business and Law Advisory Board at University of the West of England

April 2016 - Present (8 months)

This board is chaired by Lord Bichard and its main purpose is to provide support, guidance and direction in relation to strategy for the Faculty of Business and Law and to help the Faculty deliver on its mission and vision.

Managing Director at Viimi Ltd

February 2007 - Present (9 years 10 months)

Viimi is Croatian for: "You & Us" - we are Interim Executives "Delivering Your Strategy Together" - across Sectors & Cultures; Project & Programme Management SAP/SSC/IT and Corporate Coaching.

Projects:

- Interim Group Managing Director - see details under PHD Group
- Contract - High Growth Coach - see details under Growth Accelerator
- Interim Sponsorship Manager - see details under Only Connect
- Interim Business Development Director - see details under Pirtek Belgium
- Interim Project/Change Manager - see details under North Bristol NHS Trust
- Interim Sales & Marketing Director - see details under Gordon Morris Ltd
- Managing Director - see details under Viimi Ltd & UKTI
- Secured 14 projects in the Corporate and SME markets

Interim Group Managing Director at PHD Group

December 2015 - April 2016 (5 months)

PHD Modular Access Services Ltd is an independently owned, fully comprehensive scaffold and access company servicing the whole of the UK, Eire, Bahamas, UAE and India (£20m turnover)

- Lead the Chairman and Company Managing Directors' and their boards in the review of their current group strategy, including brand projection and routes to market
- Review of current Group and subsidiary organisational structures
- Develop strategy and align structure with future market requirements

High Growth Coach at GrowthAccelerator (part of the Business Growth Service)

March 2011 - November 2015 (4 years 9 months)

£100m leveraged funding, to provide practical support to over 2,500 ambitious businesses, creating over 400 jobs by coaching CEOs & senior managers focusing on areas that create maximum impact.

- Support the High Growth aspirations of Multi-Million pound companies by providing in-depth, independent business growth strategy and guidance
- Provide hands-on practical support for future challenges: succession planning, cash flow, complexity, marketing, sales cycle & focus on their strategy
- Help selected companies build their own capabilities to achieve accelerated growth
- Work alongside management teams so they remain focused on company & people outcomes

Program Director at Viimi Ltd & UK Trade & Investment (UKTI)

March 2007 - November 2015 (8 years 9 months)

- EU Co-operation with: UK, Croatian, Dutch & German organisations.
- Market investigation and analysis in preparation for partnering organizations through the use of OMIS, social media and other channels.
- Develop relationships with businesses, government bodies, academic institutions for EU funded Knowledge Transfer Programme.

Chairman at Chartered Management Institute Bristol

October 2010 - September 2013 (3 years)

- Lead & guide direction of Management Team.
- Chair meetings and coordinate all activities.
- Be a strong advocate for the Institute.
- Increase awareness of and encourage relationships with other local organizations.

Strategy Advisor at The Bristol-Kenya Partnership

November 2009 - October 2012 (3 years)

- The Bristol Kenya Partnership was launched in 2008 to develop a lasting legacy from the hosting of the Kenyan Olympic team in Bristol during their Pre- Olympic Games preparations for London 2012
- Advisory role to the Chairman in various aspects of strategy delivery.
 - Advise the Board of Trustees on the strategic direction of the Partnership.
 - Support partnering and other related activities.

High Growth Coach & Business Mentor at UWE Ventures

July 2008 - September 2012 (4 years 3 months)

The centre was launched to accommodate and support pre-start & start-up businesses, entrepreneurs and to grow new and small businesses, products and innovations.

Volunteer Business Expert at The Working Knowledge Group

September 2008 - July 2012 (3 years 11 months)

Helping to bridge the gap between education and the workplace by advising and supporting young people (aged 16-19) in education as they develop a business strategy over one day. Sharing business skills and knowledge to help prepare the next generation of employees and entrepreneurs.

Interim Chairman SW at Institute of Consulting

December 2010 - November 2011 (1 year)

Lead the changes and re-branding of the Institute in the South West region whilst the current Chairman is engaged on other projects.

Interim Marketing Director at IB Consulting SW

October 2008 - December 2010 (2 years 3 months)

- Investigate value proposition for consultants in the South West region.
- Evaluate CPD and networking events in line with Institute philosophies.
- Submit recommendations and instigate agreed program of changes.

Interim Sponsorship Manager & Co-Host at Only Connect

March 2010 - October 2010 (8 months)

- Coach of Director for business growth.
- Negotiated largest sponsorship deal to date.

Interim Business Development Director Belgium at Pirtek Benelux B.V.

May 2009 - February 2010 (10 months)

- Recover the end user market in Belgium with a focus on re-franchising.
- Market analysis, development and delivery of strategic plan, working to strict time and budget parameters.
- Rebuild the Belgian team through recruitment, training and motivation with professional and social activities to re-instil culture and core values.

Interim Project Manager at North Bristol NHS Trust

March 2009 - May 2009 (3 months)

- Support the Facilities Management Department change management programme.
- Prepare Estates Maintenance Services for PFI project at major regions hospital.
- Develop skills matrix for sixty trade staff on two sites from mixed ages and disciplines.
- Liaise with unions and management, review processes and recommend changes.

Interim Sales & Marketing Director at Gordon Morris Ltd

March 2008 - May 2008 (3 months)

Investigate market, supplier relationships and company processes. Consider company offer, explore routes to market and review sales cycle. Present recommendations and implement changes.

Sabbatical at World Trip

June 2005 - February 2007 (1 year 9 months)

“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”

Mark Twain: The Innocents Abroad/Roughing It

Backpacking around the world, gaining greater understanding of cross-cultural relationships. Visiting: South Africa, Lesotho, Swaziland, Singapore, Malaysia, Indonesia, Australia, New Zealand, Cook Islands, Samoa, Tonga, Fiji, USA, Canada & Mexico.

Postgraduate MBA Student at Bristol Business School, University of the West of England

October 2003 - September 2005 (2 years)

- Masters of Business Administration (MBA).
- Emphasis on leadership, complexity & change.
- Dissertation focused on "cross-cultural relationships" - award with merit.
- Student representative for focus groups, advising the Bristol Business School marketing department on strategy for increasing postgraduating take-up.

District Manager at Gates Corporation

September 2001 - October 2003 (2 years 2 months)

- Develop Customer Relationship Management, B2C & B2B.
- Provide technical support for distributors, through their specialists and sales managers.
- Improvement of inefficient lead times resulting in enhanced customer service & increased sales.

Senior Business Manager at Pirtek

March 1996 - April 2001 (5 years 2 months)

- Started as Training then Sales Manager in the UK. Moved to Rotterdam as Operations Manager then the USA as a Consultant
- National and international development of the Franchise network operating at Strategic & Board level.
- Develop Management Team.
- Advise Franchisees, General Managers & their teams how to create profitable growth.

Sales Manager at Crown Lift Trucks

February 1995 - March 1996 (1 year 2 months)

- B2B sales of capital equipment and area management.
- Strong relationship building with blue-chip distributors.

Area Sales Manager, United Artists Communications(SW) at Telewest now Virgin Media

February 1993 - February 1995 (2 years 1 month)

- B2C Sales & Marketing
- Successful trial of area management in the most difficult demographic area.
- Constantly exceeded sales targets, being amongst the top 3 Salesmen.

Branch Manager at Europower Hydraulics

April 1991 - January 1993 (1 year 10 months)

- Development of the local market, achieving growth within budgetary constraints.
- Management of branch team.

Service & Sales Engineer at Hose Doctor Services Ltd

April 1988 - April 1991 (3 years 1 month)

- Managing territory, including customer sales & service.
- Consistently top performing engineer.
- Assisted with the training of new service and sales engineers.

Main Battle Tank Crewman at Royal Tank Regiment

May 1980 - March 1988 (7 years 11 months)

- Selected for Mobile Display Team for the purpose of Public Relations.
- Junior Leaders Regiment RAC – 15months leadership training.

Skills & Expertise

Mentoring

Executive Coaching

Business Coaching

Business Development

Business Strategy

Strategy

Business Planning

Change Management

Start-ups

Organizational Development

Marketing Strategy

Strategic Planning

Coaching

Entrepreneurship

Management

Leadership

Team Management

Leadership Development

Management Consulting

Emotional Intelligence

Team Building

Marketing

B2B

Human Resources

Small Business

Public Relations
Sales Management
Executive Management
Analysis
Consulting
Budgets
Sales
Culture Change
Social Media
Management Development
CRM
Program Management
Performance Improvement
Business Transformation
Business Process Improvement
Workshop Facilitation
Performance Management
Executive Development
Personal Development
Strategic Thinking
Public Sector
Restructuring
Strategic Leadership
Training Delivery
Team Leadership

Education

University of the West of England

Master of Business Administration (MBA), Strategy, Leadership, Complexity & Change, 2003 - 2005

City of Bristol College

A-Levels, Business Studies, Mathematics, English Literature, Statistics, Politics & Economics, 2002 - 2003

Junior Leaders' Regiment Royal Armoured Corps

Military and Strategic Leadership, 1980 - 1981

St Mary Redcliffe & Temple

1975 - 1980

Interests

Sale & Sales Training - Marketing - Business Development - Interim Management - Organizational Development - Strategy - Cross-cultural Relationships within organizations - CPD - International Travel. Knowledge Transfer into Croatia

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41 people have recommended Keith

"Keith is a great individual to work with; loyal, committed and professional, whilst being very personable. He is an asset to any team, a strong motivator and a highly credible coach. It's always a pleasure meeting up with him."

— **Paul Gough**, was with another company when working with Keith at Viimi Ltd

"I worked with Keith at the start up of Pirtek in the Netherlands. Keith is an enthusiastic team player and inspiring employees to do their very best. Keith coached us, as the company grew from one depots to 15 depots with national coverage in Belgium and the Netherlands. We experienced all the typical growth stages and managed to overcome all of its typical growth problems, Starting as a pioneer company and ending as a professional company with a solid franchise network in the Netherlands and Belgium. Thanks Keith!"

— **Duncan Bänffer**, worked directly with Keith at Viimi Ltd

"I approached Keith for business advice which, over several sessions, expanded into aspects of Career and Life coaching. Areas covered included Marketing, Branding, International expansion, Expat planning, International investment, Career planning, Goal setting, Lifestyle balance, and more. Keith's expert and unique international knowledge and vast experience helped me to improve many aspects of our Entertainment, Education and Real Estate business in Japan and Australia. It was also of great help personally to have a coach and counselor to confidentially explore different "what if?" concepts and possibilities regarding career and life. This led to a great deal of clarity, new ideas and motivation. I highly recommend Keith as an engaging, caring, out of the box-thinking- coach, counselor, motivator, facilitator and entrepreneurial advisor, regardless of the context."

— **Brad Holmes and The Hitmen**, was Keith's client

"Keith selflessly took on the role of mediator in a recent business difficulty creating a beneficial outcome for all parties."

— **Tony Stubbs**, was Keith's client

"Keith has been a great supporter of our mission to bridge the gap between education and the workplace. Not only has Keith given freely of his own time to help UK's teenagers but has also advocated our events to others. We now engage 1500 businesses per year, both big and small, and I have no doubt that Keith has made a significant contribution to our success."

— **James Lott**, was with another company when working with Keith at Viimi Ltd

"Keith is knowledgeable, well connected and someone who makes things happen. Always willing to support others- even if it means he loses out - he happily gives his time in supporting others to reach their business goals."

— **Neil Higginson**, was Keith's client

"I first met Keith at UWE's business plan competition – he was a judge and I was a contestant. After winning the competition with my plans for CoolBoard, the ultimate balance board, Keith took an interest and offered some of his time to help us develop. This is very Keith – taking a true natural interest where he can help in a very personable way. I have now worked regularly with Keith over the last year and his time, knowledge and attitude continue to be priceless – Keith has a very specific way of seeing the world which revolves around knowing how people work together and how our interactions with others shape our world. In this way Keith has added much value to CoolBoard, helping us to identify opportunities and working out how to take these to the next level. His advice can often be summed up with 'of course, why didn't I think of that', and that's why he's so useful. Keith also happens to love using his CoolBoard and makes a natural champion of it!"

— **Nic Smith**, was with another company when working with Keith at Viimi Ltd

"I met Keith through his involvement in the UWE Ventures after which he was a very active member on my panel as a business advisor when I launched my new venture Karma-Active in December 2009. Keith's attention to detail and experience really helped me to produce a great business model which is currently on the road to achieving national and international growth. The valuable contacts which Keith has introduced me to both in the sporting and business world has helped me to become well recognised in our very specific market. Facilitating meetings and acting as a mentor it is clear he is a very clever businessman, a great listener and I can highly recommend Keith."

— **Luke Boulton-Major MPlan**, was Keith's client

"As an artist I am not the easiest of chaps to work with. The business side is not my strongest point. Several times I have needed advice and foresight on that account. I have always sought this from Keith who has given me sound and realistic direction. Though I am a small business compared to his usual dealings he has always found time to talk me through minor as well as major problems. After listening to my rantings he has analyzed the situation and found the direction I should take then put forward the solution needed. He has become an invaluable contributor to my business."

— **Edward Netley**, worked with Keith at Viimi Ltd

"PHD wishing to take advantage of the construction super boom in London & South East were going through change. To contend with the current growth prospects, it was felt having an impartial eye cast over the business was a sensible approach, and we contacted Keith Probert at Viimi. They committed to the business for 3 months to diagnose - suggest and implement the change required. The term ended 6th April 2016 and we feel the process was smooth and successful, steered by the Viimi team."

— **Bernard Dwyer**, *Phd, PHD Group Fzco*, managed Keith at PHD Group

"Keith bought us the perfect mix of professionalism and knowledge when we needed expert High Growth Coaches as part of our Growth Accelerator contract at Business West. We soon found that to his deep understanding of what really makes companies 'tick' and improve performance, resulting from his corporate turn-around and business-doctor experience, he added first-class relationship building skills and a true appreciation of the importance of people in achieving business goals. As a result, we could rely on him to provide great support to our most challenging customers from whom he invariably received excellent, result based feedback. Now we both run our own consultancy businesses, I couldn't hope for a better collaborator."

— **Clive Wray OBE**, *Director of Public Sector Contracts, Business West*, was a consultant or contractor to Keith at GrowthAccelerator (part of the Business Growth Service)

"Keith helped us (Nameless) to look at the things it's easy to avoid in business. His direct approach and questions makes it impossible to ignore the things you might otherwise think are sorted... when they are not."

— **Neil Watson**, was Keith's client

"Keith came in and helped us totally re-evaluate our approach to sales, valuing of our services, and leadership. His expert knowledge, experience and sound advice helped us to improve every aspect of our business. It was also of great help personally to have someone external to confidentially bounce ideas off of, and get reassurance that you are doing the right thing, or more importantly warnings when you may not be!"

— **Stuart Gallemore**, was Keith's client

"Keith is direct, perceptive and totally understands sales and business growth, which is why we engaged him. I loved working with Keith - he was generous with his time, quick to respond when we had urgent issues we needed to address, and is incredibly connected with all the expertise we needed in order to grow. We'd definitely work with him again!"

— **Jaya Chakrabarti MBE**, was Keith's client

"Keith came to us as a coach for high growth companies through Business West since we (Churnbar Limited) will be. As an accomplished active listener, he listened well and helped us analyse our current state, and

where we aspire to be so that we could make plans that get us there. His coaching enabled us to make changes to the composition of the company and organise our strategic thinking. Keith contributed to the betterment of the company."

— **Stephen Maudsley**, was Keith's client

"I was introduced to Keith as part of a business review panel at UWE Ventures. As a result of this meeting and further discussions I enrolled on a funded coaching scheme for business's with high growth projections. Working with Keith at this time was very valuable, as when I was looking ahead at Dial A Geek's aims and progress I was keen to explore the idea of Franchising. Through booked sessions he gave helpful advice and experience on how to Franchise a small business, Keith also introduced me to a former colleague who had run a franchise for over 20 yrs, which was really useful in terms of evaluating the experience of a franchisee. As a result I am now continuing to develop this model."

— **Gildas Jones**, was Keith's client

"Keith worked with us on the High Growth Program through Business West. This led to me becoming more organised, and to thinking more strategically about the direction the business was going. Under Keith's guidance, we took some major decisions which will make for a stronger company in the future. Overall, Keith's coaching gave me the confidence to go with what I think is right for the business, whilst challenging me about the potential risks in all options, which was very useful."

— **Nigel Legg**, was Keith's client

"Keith and I worked together at the Institute of Consulting and he has spoken at my events, but it is his informed and strategic take on a range of business topics that has proven invaluable. It is perhaps this wide-angle view of business and the relationships that make it happen that makes Keith so good at connecting people; he understands their needs personally and can quickly assess their business needs to bring them together with the right people. Keith has also been a valuable mentor and confidante, and can be relied upon to give strategically sound, business savvy advice. He reduces issues quickly to their critical components, and cuts through the melee to find a workable path. He is an excellent long-term strategist. He has been a friendly and valuable person to know, and someone I hope to work with again. "

— **Edward Lobbett**, *Chair - South West, Institute of Consulting*, was with another company when working with Keith at Chartered Management Institute Bristol

"I worked with Keith during my tenure as Business Development Manager at the Chartered Management Institute. At that time Keith was senior member of our regional network and he was instrumental in providing networking opportunities and client introductions that enabled me to develop and grow CMI business. During the time I worked with Keith he showed a real passion for excellence in leadership and management. His business acumen is highly developed and he understands that," the front line is the bottom line." Keith values

partnership and is able to identify and progress mutually beneficial partnership opportunities. I very much enjoyed and benefited from working with Keith and I would not hesitate in recommending him as a business partner."

— **Jeannie Cohen-brand**, was with another company when working with Keith at Chartered Management Institute Bristol

"I have known Keith for about 3 years now and have always found him engaging, helpful and passionate about CMI and it's continuing development both in the South West of England and across the globe. He has been supportive and proactive in seeking out commercial opportunities for myself and my team."

— **Rob Bennett FCMI MIC**, worked with Keith at Chartered Management Institute Bristol

"I met Keith prior to an Institute of Business Consultants (IBC) event. I had agreed to facilitate a discussion, the topic: What do you get when you ask an HR professional to help; what I described as the afters.... In my discussions with Keith I found him to be very supportive, challenging and he provided insight into what some of the delegates wanted to achieve. This was invaluable! In the 3 years I have known Keith I have found him to be supportive, helpful, knowledgeable and professional, with a keen wit. I consider him as a true professional who can be relied upon; a good egg!"

— **Joe Jolliffe MBA**, was with another company when working with Keith at Chartered Management Institute Bristol

"I know Keith through his work for the Institute of Consulting (IC) and the Chartered Management Institute (CMI) where he was Chair for the Bristol CMI branch. When the Regional Chair for SW IC started work abroad Keith stepped up to the challenge of Chairing IC SW region and CMI Bristol and representing them on the IC Council. As Head of the Institute of Consulting I found him pro active, supportive, committed and very pleasant to work with. He commanded the attention of his peers in his role on the IC Council but at the same time was a good listener and would always give a considered and valued response."

— **Caroline Lumb**, worked directly with Keith at Chartered Management Institute Bristol

"I have had the pleasure of working with Keith in his former roll of High Growth Coach and Business Mentor to my then start-up business. Our business model was a little outside of the norm, spanning an entire continent and encompassing many aspects of organisational planning, management, distribution, marketing and sales, but it was clear that Keith got it from the word go and he soon became an invaluable and closely integrated member of the core team. I continue to this day to enjoy some "big-picture" conversations with Keith; he has an innate ability to couple creativity with logic and an enviable track record spanning many sectors and disciplines upon which to draw. I heartily recommend Keith to any size organisation from start-up to multinational as he's bound to spot that elusive opportunity and then empower you to run with. "

— **Charles Clifton**, *Managing Director, VSI Group Europe Ltd*, was Keith's client

"I worked with Keith coaching and mentoring the CEOs of two companies. Having already met the CEOs, Keith had a clear idea of the requirements of the CEOs and asked me to join the sessions to provide an additional perspective to the discussions. During our sessions, he analysed the prevailing problems and tabled them for discussion without prejudicing or prejudging the answer. When questions were avoided he patiently and politely returned to them so that the CEOs could articulate the resolution to the issues they had brought up by looking at the problem from different (and often new) perspectives. His use of effective questioning helped the CEOs to create a set of solutions before they identified the one most likely to succeed against the previously discussed objectives. At the beginning each meeting Keith calmly reviewed progress in order to ensure that no opportunity had been missed. At the end of each meeting he ensured that all parties knew the actions for the next. I was impressed to see how Keith also used his humour appropriately to release tension during some of the more challenging discussions. Having spent considerable time with Keith and these two CEOs and on other projects I have no hesitation in recommending him where someone of high integrity, honesty and infectious calm are required."

— **Brian Dorricott**, worked directly with Keith at UWE Ventures

"Keith has been a great supporter and mentor to the UWE Ventures community of entrepreneurs from its inception in 2008. He has given generously of his time and expertise, providing advice to early stage businesses. His passion and enthusiasm bring out the best in the individuals he coaches and he draws on his wide network of talented people to help young businesses grow."

— **Kim Jones**, was Keith's client

"Keith and I have known each other for several years. On a personal level Keith is extremely personable, honest, empathetic, always willing to share his knowledge with others and all-round a top guy. Describing Keith as a management consultant, does not do him justice. His expertise are in Sales, Marketing, Operations, strategy and leadership development. Keith has regularly shared his knowledge and experience with students on a voluntary basis, taking part in employability events, with the aim of better preparing students for the world of work. Keith has directly influenced the lives of many young people and inspired them to achieve their goals. Keith is always able to see the bigger picture and he is a great connector of people. I hope to work with Keith again in the near future."

— **Ollie Collard**, was with another company when working with Keith at The Working Knowledge Group

"One of the most enjoyable parts of my work is as a Lead Facilitator for Working Knowledge, whose events help young people learn about the world of work. 'Business experts' support the events and it's their real-life experience which adds an extra dimension for the students. It's been my pleasure to work with Keith several times, and he is always a great 'expert'. He has so much knowledge and experience, but crucially has the EQ to know just how much to share and how to share it with people who are less experienced than he is. I look forward to the next time we work together."

— **Andy Coughlin**, was with another company when working with Keith at The Working Knowledge Group

"I worked with Keith on the South West Regional Committee for the Institute of Consulting. Keith was a highly effective Chair, able to leverage both his extensive experience and a considerable network to deliver a range of activities for the membership. He worked very closely with the local Chartered Management Institute committees (our sister organisation) to deliver joint events. He has a persuasive manner and has a knack of getting the right people on his team to help deliver outcomes. He's also a really great person to be around, with an obvious enthusiasm and enjoyment of what he does."

— **Tony Downes**, worked directly with Keith at Institute of Consulting

"I am Institute of Business Consulting SW Regional Chair and Keith is my Marketing Director. I have learned to rely on Keith. When it comes to marketing events and other activities and communications Keith knows exactly what to do. He also teaches the team what to do and why, and walks the walk. Highly recommended."

— **David Rigby**, managed Keith at IB Consulting SW

"I have worked with Keith who was a committee member of IBC SW for over two years. Keith's experience, knowledge and practical approach allowed him to join the Institute as a fellow. He has since given a high level back to members and head office staff. Keith's international work has allowed him to see issues from differing angles and provide not only the most suitable solutions but those which resulted in success. I would highly recommend Keith to any organisation. Tony Ginda"

— **Tony Ginda**, worked directly with Keith at IB Consulting SW

"I am glad to recommend you for the good work achieved during the mutual cooperation between Pirtek and Relyon during 2009 & 2010 During the project we implemented Relyon Service Management for the the full service process for the Belgium centres and set up the requirements for real time/live reporting ."

— **Jerry de Rijk**, was a consultant or contractor to Keith at Pirtek Benelux B.V.

"I had the pleasure of meeting Keith when he spent time with PIRTEK USA as a consultant from PIRTEK Europe during the first quarter of 2001. While in the U.S. Keith spent time at several of our franchised locations around the country advising owners and their teams on the skills required to build a successful PIRTEK Center. Keith's experience and knowledge of the PIRTEK system was invaluable during this early period of development at PIRTEK USA."

— **Gwyn O'Kane, Certified Fr**, worked directly with Keith at Pirtek Benelux B.V.

""Keith is a very experienced guy with a good view on how to manage things. He is a good listener, also a team player and always ready to help where needed. From his previous functions and running projects I am sure Keith will achieve his goals all of the time! Keith comes highly recommended!""

— **Pascal Van Bouchaute #**, worked directly with Keith at Pirtek Benelux B.V.

"The department was going through a period of profound change, and a number of the Senior Managers (including me) had significant project commitments over and above the day job. Keith was hired as consolidated backfill to facilitate the mindset change of people in the department who were resistant to 'any-change' for a short period to 'kick-start' the change processes; which he did very well."

— **Paul Stafford**, was Keith's client

"Keith is a person that I would want to have on my team as he combines a positive can-do attitude with being a completer finisher and with a great sense of humour. He has maintained regular contact since he completed his MBA and shows great loyalty to those he respects."

— **Ken Russell**, managed Keith indirectly at Bristol Business School, University of the West of England

"Worked well with Keith when evaluating a new business, Pirtek. What struck me was Keith superb interpersonal skills and deep knowledge of his subject material."

— **Peter Michael**, worked with Keith at Pirtek

"Starting my own franchise in Amsterdam in 1998 was a great adventure. As it was one of the first for Pirtek in Europe mainland and the first for Pirtek Benelux there was a lot to do, learn, improvise and make happen. Keith was the operations manager from Pirtek and the right man for such a job. We were up and running as scheduled and with great spirit. Keith trained my men and myself to do the job. It was a great time and Pirtek made a very good start in Amsterdam and the Benelux. And still has. Later Keith went back to the UK to follow his study. We are still in touch and I am always impressed with his energy and dedication."

— **Theo de Wit**, worked directly with Keith at Pirtek

"I delivered several commercial vehicles to Pirtek Benelux. Keith was a good and honest person to do business with. He was straight and stood up for his rights! I knew exactly with whom I was dealing with"

— **Antoine van Driel**, was a consultant or contractor to Keith at Pirtek

"I lost contact with Keith as I have many others over the years; when I met him, Keith was a Sales Advisor for Telewest now Virgin Media in the Bristol area. His work was exemplary and as a result he was nominated to attend a training seminar presented by Anthony Robins, which he completed with flying colours. We appointed Keith as Area Sales Manager a difficult task for anyone in the Bristol area and he continued

to flourish and do very well. I met Keith recently after 16 years and was impressed with his competence, knowledge and ability to disseminate and communicate complex subjects easily and with a good eye for the opportunity. Clearly a rounded, competent business person, I have no hesitation in recommending Keith to interested parties."

— **Dave Browne**, managed Keith indirectly at Telewest now Virgin Media

"Keith retains a remarkable mix of experience, expertise, tenacity, energy, innovative and lateral thinking and a delightful sense of humour. A pleasure to do business with him."

— **David Leakey**, managed Keith at Royal Tank Regiment

"As a young man I worked with Keith in the British Army. Personally I never found another soldier I would rather have beside me in a sticky situation. He was obviously too bright to be a ranking soldier in a peace time army. What he needed was a dam good war then if he lived long enough to 'fly' up through the ranks and assume his natural place of leadership and command."

— **Edward Netley**, worked directly with Keith at Royal Tank Regiment

[Contact Keith on LinkedIn](#)