

Keith Probert MBA

MD at Viimi Ltd -Board Member at Faculty of Business & Law (UWE Bristol) -Head of Strategy & Development at Global EVRT

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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

Head of Strategy & Development at Global Electric Vehicle Road Trip

January 2017 - Present

Global EVRT - 'To accelerate the adoption of electric vehicles' - through global road trips, conferences, education & infrastructure projects.

- Develop the global strategy to project the brand of Global EVRT
- Identify & connect strategic partners for regional & global activities
- Lead management teams so they remain focused on outcomes

Board Member - Faculty of Business and Law Advisory Board (UWE Bristol) at University of the West of England

April 2016 - Present

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

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 Head of Strategy & Development - see details under Global EVRT
- 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 15 projects in the Corporate and SME markets

Interim Group Managing Director at PHD Group

December 2015 - April 2016 (4 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 8 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 8 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 (2 years 11 months)

- 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

November 2009 - October 2012 (2 years 11 months)

- 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 2 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 10 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 (11 months)

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 2 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 (7 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 (9 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 (2 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 (2 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 8 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 (1 year 11 months)

- 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 1 month)

- 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 1 month)

- 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 1 month)

- 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)

- 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 9 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)

- 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 10 months)

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

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

Music Performance, General, 1975 - 1980

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[Contact Keith on LinkedIn](#)