



Board Experience

CHAIRMAN, CONNECTID
NED, INFOMEDIA
NED, MERRYCK & CO
BOARD ADVISOR, TAGMAN
NED, THE FIELD
ADVISORY BOARD MEMBER,
UNIVERSITY OF EXETER

Overview

Throughout his career, Dennis Kerslake has been an entrepreneur, a business leader in publicly quoted international groups, and is now a mentor, consultant and non-executive director. Through his extensive experience in the communications industry, Dennis developed a natural affinity for organisational purpose, employee alignment and customer engagement. He is heavily involved in how companies react to the digital revolution and the pressure that is exerted on existing business models.

Approach

Dennis has been responsible for developing major strategic commercial partnerships and has developed effective international networks. He has profound expertise in building brand equity and marketing effectiveness and believes that his real-life experience in senior leadership roles offers a powerful combination of insight and objectivity which he brings to all mentoring and team assignments. Dennis is skilled in one-to-one mentoring, strategic and team facilitation, organisational structure and cultural programmes, and leadership assessment and development.

Career History

Starting as a Graduate Marketing Trainee at Beecham Group [now GlaxoSmithKline], he also worked at Courage in new product and trade development roles. He then spent 9 successful years as an entrepreneur, eventually selling his start-up business to Incepta plc, which increased shareholder value by 11 times. Over the last decade, he has held MD, CEO and Chair positions at Omnicom, Havas and most recently Publicis Worldwide, where he had major client responsibilities across more than 40 international markets. Since 2011, Dennis has been a Coach and Mentor, and has been involved as either a Board Adviser or Non-Executive Director at a number of media and technology start-ups.

Personal

Dennis was educated at Whitgift School and the University of Exeter (BA Hons in Economics and Politics) and is a qualified Executive Coach (School of Coaching in London). He is married to Jackie and has two grown-up children and two working cocker spaniels. He is a keen skier, plays hockey, golf and tennis, and watches rugby and cricket. He also enjoys music, wine, travel and literature.