



BOARD EXPERIENCE

GATTACA PLC – NED
(Chair of REMCO, Member
Nomco)

THIRSTY HORSES LTD –
Member of Advisory Board

WILTON & BAIN – Member
of Advisory Board

OVERVIEW

Rudi has been an Executive Coach and Mentor for over ten years following a corporate career of 25 years culminating in the role of Group Human Resources Director and Member of the Management Board at BAT plc (a FTSE 10 business). His mentor experience includes supporting clients to transition onto the C-Suite or into the role of CEO, often supporting with succession and preparing clients in areas such as developing followership through executive presence. Rudi has supported CEOs and C-Suite individuals globally from FTSE 100 and FTSE 250 companies as well as family led and private equity backed businesses.

APPROACH

Rudi is fascinated by change at a personal, team and organisational level and is passionate about developing senior leaders who go the extra mile to be their best and to win in the marketplace. He is a certified Integral Development Coach (New Ventures West), a Professional Certified Coach (PCC) with the ICF and an Accredited Professional (AP) with the International Enneagram Association.

Rudi combines insights from executive life with business management and his practice is honed by a variety of sources such as Enneagram, vertical adult development, leadership agility and embodiment, resilience/ mindfulness, systemic (team) coaching, executive presence, neuroscience and psychology. His approach focuses on self-correction and self-generation so that clients develop greater trust in their own growth and capabilities.

CAREER HISTORY

Rudi started his career with Bell-Alcatel in Belgium and was with British American Tobacco plc for 23 years in a range of senior Regional and Group HR roles. He was Group Human Resources Director and Member of the Management Board for 7 years, where he held a global remit. During his tenure, he helped lead the business on its journey from a legacy of 100 years as a federated business to become a truly globally integrated enterprise and led numerous transformational projects. Rudi holds a Masters Degree in Educational Psychology (State University Ghent, Belgium) and a Postgraduate in Business Economics (UFSIA, Belgium).

PERSONAL

Rudi is married to Nadine and they have 2 grown up daughters and 2 grandchildren. His interests include studying (e.g. business management, coaching), music, playing the electric guitar, practicing chi-gong, golf, reading, travelling, supporting Harlequins Rugby Club and fine dining.