

MERRYCK MENTOR

DENNIS KERSLAKE



CLIENT EXPERIENCE

ROLLS ROYCE
TELEFONICA
SANTANDER
AMEY
ISS A/S
AES
GSK

BOARD EXPERIENCE

TAGMAN – Board Advisor
THE FIELD – NED
INFOMEDIA – NED
CONNECTID – Board Advisor
MERRYCK & CO – NED
UNIVERSITY OF EXETER – Member of the International Advisory Board

OVERVIEW

Dennis has been a small company entrepreneur, a business leader in publicly quoted international groups, and is now a mentor, consultant and non-executive director. With a career spent mainly in the communications industry, Dennis has 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

He has been responsible for developing major strategic commercial partnerships and has developed effective international networks. He has deep expertise in building brand equity and marketing effectiveness. Dennis 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 proficient 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 increasing shareholder value by 11 times. Over the last decade he has held MD, CEO and Chairman positions in 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 Advisor or NED with a number of media and technology start-ups.

PERSONAL

Educated at Whitgift School and University of Exeter (BA Hons in Economics and Politics). He is a qualified executive coach (The 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.