



DENNIS KERSLAKE | MENTOR | MERRYCK

CLIENT EXPERIENCE

ROLLS ROYCE, TELEFONICA
SANTANDER, AMEY

“Challenging, inspiring, energising - Merryck’s mentoring process is without question the best investment I have made in my development both as a business leader and as a person. I understand better how I can make a real impact in an authentic and sustainable way.”

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 is a qualified executive coach [The School of Coaching – EMCC/ICF accredited], but believes that his real-life experience in senior leadership roles offers a powerful combination of insight and objectivity which he brings to all mentoring 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 startup 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 CEO Publicis Dialog and Worldwide Director for HP at Publicis, where he had international client responsibilities across more than 40 international markets.

PERSONAL

Educated at Whitgift School and University of Exeter [BA Hons in Economics and Politics]. He has been married to Jackie for 33 years and has two grown-up children. He is a keen skier, plays hockey, golf and tennis, and watches rugby and cricket. He also enjoys music, wine, travel and literature.