

## Coaching high achievers

### Lester Porter

Lester combines coaching with a particular passion for team development.

Focussing on performance improvement at board and senior executive levels, he is currently coaching divisional CEOs, MDs and other executive team members from various high profile organisations in the travel, financial services, packaging and media industries. He also has a particular interest and experience in team coaching assignments designed to improve board alignment and performance.

Lester's corporate experience has been in multinational consumer brand and service companies with particular experience in marketing and business strategy, people development and shareholder management at board level.

He has enjoyed a distinguished career spanning a variety of organisations, the most recent of which was **Thomas Cook Holdings**, a £1.8 billion, 20,000 employee company operating internationally in the travel industry. Latterly he was **Managing Director Corporate Development**, the executive board member responsible for the international travel businesses, and for corporate strategy, brand and business development, communications and HR. In his 13 years with the company, Lester enjoyed a number of key challenges including: leading the complex change of shareholding from a single to a three way holding; the disposal of a corporate travel business at a substantial premium; leading the team that recommended a corporate demerger into separate Financial Services and Travel Services businesses; and the successful implementation of that demerger in 2001.

Earlier in his corporate career Lester held a series of marketing roles including **Marketing Director-Gold Card for American Express Europe** and **Marketing Controller for Book Club Associates Ltd.**

Lester, who has a marketing degree, has been through the Cambridge International Management programme, the INSEAD Strategic Leaders programme and has taught on in-company training programmes.

He is currently a non executive director of five companies. He has also invested as a business angel in a variety of smaller start-up companies to some of whom he remains a business adviser.

Though his work has always meant much travelling, he nonetheless enjoys travelling as a pleasure. His very large garden keeps him 'busy and fit'. He plays regular golf, is an avid reader and loves all forms of classical music.

