



# Kevin S Craig

(CPCC, PCC, ORSC, FISM)

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A senior level executive and team coach, and entrepreneurial businessman with exceptional outstanding abilities enabling both teams & individuals to maximise their full potential; an outstanding communicator able to develop knowledge, skill and facilitate behavioural and values based changes; within challenging global, multicultural competitive environments at a strategic level to business.

## Career Review

### CEO – Craig Consultants – Kingdom of Bahrain

Sept 2008 – Present

- ✓ Representative and faculty leader for Coaches Training Institute (USA)
- ✓ International client base in Qatar, Kuwait, UAE, Saudi Arabia, UK, USA & Canada
- ✓ Sectors include: Logistics, Oil and Gas, Banking and Finance, Aviation, Manufacturing
- ✓ Over 85% repeat business
- ✓ Exceed clients expectations
- ✓ 60/40 Arab/Expat client mix
- ✓ Specialised in Executive and Organisational Coaching

### Course Director (Part Time interest) – Professional Association Diving Instructors (PADI) International,

Bahrain & Saudi Arabia

1997 – Present

- ✓ >90% Continuing Education ratio
- ✓ Reputed for high quality and standards
- ✓ Educate up to Staff Instructor Level

### Client Operations Managing Consultant (Bahrain, Saudi, Qatar & Kuwait) – Aconex, Bahrain May 2008 – Jan 2009

- ✓ Start-up company new to Middle East from Australia
- ✓ Building customer base & network – grow revenue by 60%
- ✓ Design Job & Competency development Matrix for business units
- ✓ Coach/Training users & staff – Create customer focused performance culture
- ✓ Strategy plan for region – Northern Gulf
- ✓ Recruited team & succession planning

### Sales Training & Development Manger – DHL Int'l – EEMEA – Bahrain

July 2007 – May 2008

- ✓ Designed & implemented development matrix for all job roles
- ✓ Consultant & Coach to Country Managers & Area/Regional Directors
- ✓ Resource to Global organisation
- ✓ Built internal training organisation responsible for entire Commercial function
- ✓ Joint designer of 2008-10 strategic direction for Sales in EEMEA to enable extended growth
- ✓ Development of coaching culture
- ✓ Designed DHL International coaching programme
- ✓ Implementation of new e-learning platform

**Sales Development Manager for Middle East – DHL Int'l, Bahrain****June 2004 – June 2007**

- ✓ Internal Consultant & Coach to DHL Country Managers & Directors within Middle East
- ✓ Design & deployment of soft skills training
- ✓ Internal Coach to Sales Managers & Consultant resource for whole Emerging Markets region
- ✓ Implemented Commercial Development Strategy
- ✓ Designed Job Competency & Development matrix
- ✓ Aligned commercial procedures to today's business needs
- ✓ Developed Managerial Talent pool and structured succession planning for Commercial Managers
- ✓ Created Performance Culture with focus on “activity”
- ✓ Implemented “Best in Class” culture within commercial & Lead team of trainers

**Organisational Development Manager – DHL Int'l, Saudi Arabia****Sept 2003 - June 2004**

- ✓ Designed & Implemented Organisational Development Strategy
- ✓ Designed Job Competency & Development matrix
- ✓ Aligned HR policies to today's business needs
- ✓ Developed Managerial Talent pool and structured succession planning
- ✓ Internal Consultant & Coach to DHL Saudi and rest of Middle East at all level of the organisation
- ✓ Regional resource for whole Emerging Markets region
- ✓ Created a Performance Culture
- ✓ Initiated introduction of 360° Feedback
- ✓ Successfully designed Saudi Traineeship Programme for new Saudi National to achieve company Nationalisation targets

When prompted to this position I developed a strategic OD direction for the Business, expanding the team of operational and generalist trainers/consultants; responsible for all areas of development within DHL.

**Training & Development Manager - DHL Saudi Arabia****July 2002 - Sept 2003**

- ✓ Designed & Delivered Management Development Programs across the Organisation
- ✓ Researched & Evaluated DHL's Business, leading to the Design and Delivery of a new Company Induction Programme and a raft of other courses
- ✓ Identified departmental development needs and sourced & delivered tailor made in-house courses
- ✓ Introduced and Managed first Performance Appraisal System to DHL Saudi
- ✓ Designed Cultural Orientation Programmes for new Expatriates
- ✓ Initiated Coaching at Junior & Middle Management Level
- ✓ Consultant to Heads of Business Units

Upon joining DHL in July 2002 there was no Training and Development function. I initiated and delivered numerous projects/initiatives creating a well-respected department, enabling individuals and the business to exceed its objectives.

**Training & Project Manager - Siemens Communications Ltd. UK & Europe****June 2001 - June 2002**

- ✓ Implemented Change Management processes
- ✓ Implementation of e-learning platform
- ✓ Implemented Customer Service NVQ to 550 staff, increasing customer retention by 26% YOY
- ✓ Designed and implemented "Reward and Recognition" Strategy for the Customer Service Division
- ✓ Reduced ILT training days by 16% with use of blended learning models
- ✓ Developed Competency Matrix for Call Centre

**Director of Training - Air Infotech, New Delhi, India****July 2000 - May 2001**

- ✓ Reduced attrition rate from 27% to 11.5% increased engagement & development of staff
- ✓ Commissioned new Training & Development centre
- ✓ Created & implemented Training & Development strategy

At that Air Infotech was the largest International outsourcing contact. I was responsible for all training and organisational development matters employing a large team of trainers and consultants. Using the services of the British Council and devising my own sales and cultural training to meet the needs of the client(s). I worked closely with the HR Department designing the recruitment processes. I also worked closely with Operations and deputised for the COO in her absence.

**Regional Training Manager - Parity Training, UK****Jan 2000 - July 2000**

- ✓ Responsible for all training needs analysis of major clients
- ✓ Project managed roll-out of Microsoft migration for major investment bank from conception thru execution
- ✓ Developed and designed courses

I joined Parity as an end-user trainer for the Microsoft Office range. Quickly establishing myself, I becoming regional trainer within a few months; responsible for key customers (BA, ING Barings, Nationwide) and their training requirements. I also became accredited by the Institute of IT Training after successfully passing the Institute's Trainer Delivery Skills course.

**Sabbatical****May 1999 - Jan 2000**

- ✓ Pursued hobby of Scuba Diving and achieved PADI Staff Instructor status
- ✓ Conducted various Instructor Development courses
- ✓ Evaluated career and changed direction

I made a conscious decision to leave retail; to pursue my hobby of scuba diving in which I am a Staff Instructor and to evaluate my career. During this time I travelled to Egypt, Bermuda, Bahamas and USA.

**Department Manager - John Lewis Partnership, UK****Sept 1992 - May 1999**

- ✓ Responsible for £1.2m budget
- ✓ Initiated and executed two projects increasing sales by 17% and net profit by 8%
- ✓ Set up pilot scheme of NVQ level 2 in Retailing, which resulted in roll-out through entire Group
- ✓ Role model department to "groom" future managers

Joining the Graduate Training Scheme I was soon promoted to Section Manager, and after various secondments promoted to Department Manager. During this time I also became increasingly involved in Training; designing and ran many Management Development programs. I did not limit myself to just Management training; I also ran sales, customer service, time management, and performance management courses.

## Education

- 📖 Kingston University, Kingston-upon-Thames, Surrey, UK
- 📖 Pierrepont School, Frensham, Farnham, Surrey, UK
- 📖 Clewborough House Preparatory School, Camberley, Surrey, UK

## Qualifications

- ✍ CPCC – Certified Professional Co-Active Coach – Coaches Training Institute - USA
- ✍ Qualified ORSC (Organisational, Relationship & Systems Coaching) Coach
- ✍ Professional Certified Coach (PCC) - International Coaching Federation (ICF)
- ✍ Certificate in Coaching – Nottingham University
- ✍ Course Director – PADI – Professional Certification in Scuba Diving
- ✍ Emergency First Response Instructor Trainer
- ✍ NLP Master Practitioner Trainer
- ✍ NLP Master Coach Trainer
- ✍ NVQ Assessor - D32 & D33

## Membership

- 🌀 Professional Certified Coach (PCC) - International Coaching Federation (ICF)
- 🌀 Arabian Society for HR Management (ASHRAM) – Member
- 🌀 Institute of Sales & Marketing Management – Fellow
- 🌀 Bahrain Society for Training & Development - Full Member
- 🌀 Bahrain Corporate Social Responsibility Society – Vice Chairman and Founding Member
- 🌀 Bahrain Corporate Social Responsibility Society – Founding Member
- 🌀 Capital Club, Bahrain – Founding Member
- 🌀 Bahrain HR Forum – Chairman and Co-Founder
- 🌀 PADI - Professional Association of Diving Instructors
- 🌀 Vision Advanced Toastmasters -Founding Member & VP Education
- 🌀 Bahrain Debate Club – Founding Member
- 🌀 NFNLP – Full Member
- 🌀 Guards Polo Club - Member

## Interests

- 🌀 Scuba Diving, Sky Diving, Polo, Travel, Camping in the Desert, Reading & Learning.