

# **Rikki Hunt**

**CEO at Rikki Hunt Associates**

Swindon, Wiltshire, GB

Rikki Hunt Business Growth advisor, Coach, Mentor & Consultant to Private & Public Sector. Author & Speaker

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## **Biography**

My mission is to help medium sized businesses create a stress free, profitable & secure future for their businesses and their employees.

I do this with my colleagues by creating a customer centric business model, moving the head of the company from 'commander' to 'influencer', the managers from "Silo" to "Team" and the staff from "uninterested" to "Engaged"

Rikki Hunt has over 20 years of working, as a CEO & Senior Executive in the FMCG and Oil industries, with responsibility for turnover of up to £1.2bn.

Rikki Hunt was a director of a Premiership Football Club and Chairman of a Championship Football Club for 9 years.

In 1998 Rikki Hunt decided to go on his own spending the next 7 years raising as much as £100m for a single transaction in debt venture, to support his plans. Rikki Hunt created and sold organisations trading in Retail petroleum, Fashion, Information Technology, and Telecoms, turnover ranging from £700m to £100k.pa.

In 2005 Rikki Hunt decided it was time to change my direction, and began my Entrepreneurial Coaching & Consulting for Executives and Business owners in both the private and public sector.

Since then Rikki Hunt has Mentored, Coached or Advised individual executives, teams and whole businesses in the Recruitment, Property, Motor trade, FMCG, Financial services, Oil Industry, IT, Public Sector and Charities

In 1998 Rikki Hunt authored a book with World renowned business Guru and friend Tony Buzan titled "Creating a Thinking Organization"

Rikki Hunt has held many Non Executive positions, and is a regular motivational speaker

Rikki Hunt is a "Serving Brother of the order of St John of Jerusalem"

Rikki Hunt is a Vice President of The Brain Trust and serial community volunteer.

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## **Availability**

Keynote, Panelist, Author Appearance, Corporate Training

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## **Industry Expertise**

Corporate Leadership, Financial Services, Automotive, Talent Management, Public Policy, Education/Learning, Professional Training and Coaching, Consumer Services, Retail, Wireless

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## **Areas of Expertise**

Creating A Thinking Organization, Culture and Leadership, Motivation, Adventure and Winning in Business, Conflict in the Workplace and How to Avoid It, Being the Chairman of A Uk Football Club, Leadership, Executive Coaching

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## **Affiliations**

Fellow of IOD

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## **Sample Talks**

### **Creating a Thinking Organization**

Learn how to unlock employee potential, turbocharge management and Leadership practices and coordinate a diverse team of highly individual people in to a winning team

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## **Education**

none

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## **Accomplishments**

### **Chairman & CEO Fuelforce Ltd**

- \* With RBS Debt Venture I purchased 184 Petrol Stations from Conoco Jet and created Fuelforce Ltd, which became the largest independent fuel retailer in the UK, with a turnover of c£700m.
- \* In 2005 Mintel listed Fuelforce as the 120th most profitable retailer in Europe delivering 28% return on investment.
- \* Led the syndicating of the original investment to 5 investor banks.

## **Adventuring**

I have climbed 4 of the seven summits and have just returned from an attempt on the North side of Everest where I climbed to 8,350 meters.

I have Skied to the North Magnetic pole twice, the second time taking the first disabled person. (filmed by central TV)

I was marooned on a desert island for a month with my family for a BBC survival program called "The Real Swiss Family Robinson"

I have authored a book called "Creating a Thinking Organization" (published by Gower)

## **Chief Executive Burmah Petroleum Fuels Ltd**

### **Key Achievements**

\* Took company from 3rd in the dealer supply sector to Number 1 in 3 years.

\* Won 7 major industry awards spanning best Oil Company, Customer Service, Marketing, and Training & Development initiatives.

\* company sold at a price which prompted the City to comment " this is a price we never envisaged several years ago"

## **Director and Chairman Swindon Town Football Club**

\* Responsible for all employment from Manager and Players to Chief Exec

\* Represented Club at Football league board level

\* In 1993/4 season became the first club to be promoted to Premier via the Play-Offs after beating Leicester City 4-3

## **Chairman & CEO Petrol Express Ltd**

\* Supported by the VC Alchemy Partners, created Petrol Express through the acquisition of several groups of companies.

\* Grew the business quickly to £150m turnover generating in excess of 20% return on investment

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## **Testimonials**

### **Tony Buzan.**

Rikki makes controversial, provocative and politically incorrect claims. I am delighted to support his renegade views!

### **Bob Bradley.**

Rikki has twice spoken at LeaderFest, the conference for leaders. He speaks with passion, humility and clarity about real challenges of leadership. He has a wealth of experience and is prepared to tell it as it is.

**Mike Lloyd**

Rikki is an inspirational character whose determination rubs off on those around him. Never afraid to voice an opinion and always willing to provide an objective yet thought provoking take on any given situation

**John Davies,**

“Rikki really has 'been there and done it' in all environments - private sector, public sector, voluntary, sports, multi-national, national, owner managed, charitable and as a mentor and strategist. Couple this with magnetic poles, desert islands, mountain peaks and a myriad of other adventures he has a wealth of experience, knowledge and information to tap into.” September 7, 2011

**Ian Bartholomew,**

“There are only a select few people that you encounter in life that merit praise as inspirational, innovative and dynamic leaders - Rikki certainly qualifies. I have worked for and with him at 5 separate companies throughout my career and whilst it has always been challenging, I certainly credit him directly with developing me as both as an individual and as an effective Manager. Rikki is very clear and very focused on his business goals and conscious of the need to build and develop a thinking organisation around him. His track record in this area speaks for itself. I would have no hesitation in joining him again in the future.”

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