



## RUDI KINDTS | MENTOR | MERRYCK

### OVERVIEW

Rudi has been a successful Senior Executive and Member of the Management Board of BAT plc as Group Human Resources Director. Until recently he was a NED of Gattaca Group plc and was a member of several Advisory Boards. He currently collaborates occasionally with Duke Executive Education and is a Board Mentor with Criticaleye -The Network of Leaders. His executive experience includes the articulation and implementation of corporate strategy, mergers and acquisitions, organisational transformation, corporate sustainability and leadership development.

### CLIENT EXPERIENCE

CHAUCER, SYNGENTA  
ENI, RENTOKIL, TELEFONICA

“Despite some initial scepticism, my retreat was a very powerful experience. My mentor was really effective in helping me develop both professionally and personally and there has been a lasting impact on the way I operate.”

Stephanie Nguyen Qui Coquelle  
Head of HR and Internal  
Communications, GDF Suez

### APPROACH

Rudi is fascinated by change at both personal and organisational level and is passionate about developing senior leaders who go the extra mile to win in the marketplace and become all that they can be. He is a certified Integral Development Coach (New Ventures West), a Professional Certified Coach (PCC) with the ICF and an Accredited Professional (AP) with the International Enneagram Association. He combines insights from business management, psychology, the Enneagram, leadership agility, leadership embodiment, systemic team coaching, Eastern practices and neuroscience, in addition to his own executive and life experience. His approach focuses on self-correction and self-generation so that clients develop great trust in their own growth and capabilities.

### CAREER HISTORY

Rudi started his career with Bell-Alcatel in Belgium and was with British American Tobacco plc (FTSE top 10 company which employs 60,000 people) for 23 years in a range of senior Regional and Group HR roles. He was Group Human Resources Director and Member of the Management Board for 7 years. During his career he has been focusing on creating and sustaining robust leadership talent pipelines, supporting the business on its journey to becoming a truly globally integrated enterprise and led numerous transformational projects.

### PERSONAL

Rudi holds a Masters Degree in Educational Psychology (State University Ghent, Belgium) and a Postgraduate in Business Economics (UFSIA, Belgium). Rudi is married to Nadine and they have 2 grown up daughters. His interests include studying (e.g. business management, coaching), playing golf, music - also playing the electric guitar, practicing chi-gong, reading, travelling, supporting Harlequins rugby club and fine dining.