



## David Robertson - Biography

A business coach and group facilitator, grounded in international commercial experience, David is the co-founder of Wild Thinking. His work has a reputation for helping to break down barriers to business performance by liberating energy and creativity. His background in leadership in the advertising industry with some of the biggest brands in the world has given him a depth of understanding of how to develop creative potential and translate it to effective strategy. He is passionate about the outdoors and the opportunity to work with teams in wild environments to create sustainable business success.



He grew up in the shadow of the Campsie Fells outside Glasgow, and after studying History at Edinburgh University, he embarked on a 15 year career in advertising that took him from London to Hong Kong and Indonesia. Responsible for running offices for FCB and Ogilvy and Mather, he gained invaluable experience in leading large and diverse teams in the planning and delivery of international campaigns for major brands including IBM, American Express and Nestle.

He returned to Scotland in 2004 with a young family and settled in the Cairngorm National Park to focus on his twin passions of the outdoors and coaching people in business. Since then he has worked extensively with organisations in the oil and gas, transport, financial and public sectors. This work has taken him across Europe and Scandinavia and even to the distant shores of the Middle East and Azerbaijan.

As a Director of performance coaching company people=positive for 3 years, he designed and delivered successful leadership and team development programmes in many difficult and challenging environments. Meanwhile his commitment to professional development has seen his coaching and facilitation skills continue to expand to include Belbin Team Roles accreditation, training with Sir John Whitmore's Performance Consultants, various creative thinking processes, World Café and Open Space Technology. He has even found the time to become a qualified mountain bike guide!

The launch of Wild Thinking in 2009 was the result of a long standing ambition to explore the power of the outdoors as an environment in which to develop creativity, energy and innovation in teams. Working in partnership with his wife, ceramic artist Jillian Robertson, the business combines art, creativity, the outdoors and business to allow people in business to find the space to connect with themselves, each other and their organisations.

Outside of work, David competes in mountain bike and adventure races, paints, plays the guitar and tries to be a great dad.