

Mentor Profile

Mentor Name **Mike Sylvester. FCIM Chartered Marketer.**

Pen Portrait

I started business life at age 16 with no qualifications and was awarded FCIM at the age of 60 based upon my contribution to marketing since 1982.
I have published my first book which has excellent reviews on Amazon and has sold out the first edition. I enjoy rigorous physical exercise and relax on my boat named Motivator.
Married with two adult sons who are sea farers.

What is your greatest achievement so far?

Working in the Cabinet Office, London.

Name an organisation (other than your own) that you see as the perfect one and why?

The Serious Fraud Office, because of its self belief and ability to achieve extensive analysis.

Name a business leader that you admire and why?

The former Sir John Harvey Jones, because he believed in Mentoring.

Why are you passionate about mentoring?

After 25 years it has become my vocation in life.

Who or what has been your greatest inspiration?

Taking the Masco Corporation into new markets.

Professional Qualifications:

Fellow of the Chartered Institute of Marketing.

Chartered Marketer.

Experience:

After many years of working in corporate business I started my own business in 1986
And have traded profitably for 25 years.
I have 4 years experience working with the Notts Police Authority involved with Human Rights.

Skills and Expertise:

Sales and Marketing, Confidence building, Presentation skills, Public speaking. Listening,
A reflective thinker, Qualified Mentor, Reassuring and Motivating.