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Name

Kerrie-Marie Keeling

Topics and Title

Entrepreneur & Motivational Speaker

Background History

Kerrie-Marie Keeling graduated from Leeds University with a Joint Honours Degree in Business and Spanish. She joined the JPMorgan Investment Bank's Graduate Training Scheme, and after a stint in New York, joined the Emerging Markets trading desk. Four years later in 2001, Kerrie moved to Citigroup as a Relationship Manager.

In 2003, having achieved her goal of reaching Vice President before the age of 30, and with her burning entrepreneurial ambition taking over, Kerrie left the City to launch her first company. Having identified an opportunity in the construction industry, she founded the company to transform expectations in the male-dominated industry.

Four years later, and following a successful strategic partnership with Richard Branson's Virgin Vie, she launched the Spanish equivalent. Further geographical expansion is planned for 2009 to the USA, followed by Canada, Australia and New Zealand by 2012.

In addition, Kerrie is setting up a Training Academy (with Olympic funding) to offer fast track NVQs to women. She is also developing a series of downloadable DIY films.

Areas of Expertise

Away from construction, Kerrie is working with prominent business coach Dimple Sthankiya (a colleague from Investment Banking days and star of the BBC's 'The Last Millionaire').

They run a successful speaking and educating business, and in addition to meeting the Queen, and working for Gordon Ramsay, have spoken at such events as Capital Women in London, the inaugural WEConnect conference for large corporations, and numerous Spanish events in Andalucia and Alicante, and have been featured in all major media in the UK and Spain.

Kerrie also mentors several small and medium sized business owners, male and female, and has a wonderful philosophy of sharing and learning from other people's mistakes! She is a strong believer in the power of networking and actively connects

people at every opportunity. It's a rare occasion that you leave a meeting with Kerrie without having been put in touch with someone who can help you in some way!

Kerrie was awarded BT Female Entrepreneur of the Year (2007) and NatWest Business Woman of the Year (2006) and more recently was named one of Management Today's "8 women to watch in 2009".

In addition to her business and entrepreneurial success, Kerrie is a Board Member of Women and Manual Trades, a women's charity which lobbies government and supports women in non traditional occupations. She is also an Advisory Board Member of the Construction Skills Council – the body which governs training in the construction industry.

Kerrie is committed to personal development and continual learning and has studied with Anthony Robbins, Keith Cunningham, Christopher Howard and John DiMartini. However, she is not a glass half full person – she prefers to describe herself as a glass overflowing person!