

Maximising Your Leadership Potential

London 10th of November - Speakers



David Guile



Danny Pecorelli



Helen Duguid



Harry Murray MBE



Robin Sheppard



Stephanie Hocking



David Taylor



Martin Pepper

Click on picture for the full biography

David Guile

Executive Leadership Coach and Author of Potential

As CEO for Macdonald Hotels & Resorts from 2007 to 2014, the largest privately owned hotel group in the UK, David was responsible for over 4000 employees and a senior executive team of 12.

Under his leadership the Company achieved successive EBITDA growth, despite the challenging economy, and was awarded the prestigious accolade of AA Hotel Group of the Year in both 2008 and 2014 in recognition of exceptional quality and customer service.

David currently holds the position of Chairman of Assured Hotels Ltd and is a trustee of the newly launched hospitality charity 'Room to Reward'.

The depth of David's commercial and people experience and the leadership development he can offer as an Executive Coach is exceptional. Having started as a trainee and worked his way up through all hotel departments before rising to managerial roles including General Manager, Regional Director, Managing Director and CEO. Added to this is his experience in both large PLCs (Forte Hotels Group, Granada and Compass) and privately owned businesses (Macdonald Hotels & Resorts).

David completed an MBA in 2001 at Oxford Brookes University specialising in hospitality and people management.

David is a graduate of The Meyler Campbell Business School of Coaching, the leading executive coach training programme in the UK in partnership with Harvard University and accredited by the Worldwide Association of Business Coaching.



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Danny Pecorelli

Managing Director Exclusive Hotels & Venues



Danny Pecorelli is Managing Director of Exclusive Hotels *and* Venues, a family-run, independent group of country house properties situated across the south of the UK. Each has a unique combination of individual personality and design, but adopts a common flair for innovation and exceptional service.

Danny is actively involved in the wider hospitality industry and is Vice Chairman of the Master Innholders, he is also a Trustee of the Edge Foundation. Through his work in the industry, commitment to quality, hands on involvement to encourage personal development and training within Exclusive, Danny has been named Young Director of the Year by the Institute of Directors South and was voted Hotelier of the Year in 2014 by the Hotel Cateys.

Being heavily involved in the day to day operations of the business, Danny has a passion for developing the talent of the future. Such passion has also resulted in the launch of its Exclusive Chefs' Academy, where aspiring chefs are given the opportunity to undertake an intensive training programme to learn in two years what might typically take five. The programme offers a wide range of experiences around Exclusive's many diverse and award-winning restaurants, extensive conference, banqueting and pastry kitchens and draws on the vast experience of their talented chefs. Learning and development is at the heart of the staff offering, with a Graduate Manager's course, and strong learning paths in all areas. Exclusive now employs over 760 people, has an annual turnover of £52m and has secured the coveted title of being one of the 'Best Places to Work in Hospitality' for the last 3 years, with Acorn award winners and just a great team of talented people.

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Helen Duguid

Global Leadership Coach and former Head of Great Leaders Microsoft

The former Head of Great Leaders for Microsoft, Helen is a distinguished global leadership coach and one of the world's leading experts on applying the Gallup StrengthsFinder in the Boardroom. Her contagious energy and passion in life are fuelled by a yearning to help others flourish and ignite excellence.

After leading the development of great leaders for Microsoft EMEA with innovative and idiosyncratic learning experiences, Helen became an independent in 2003 and has built a highly successful practice in the technology, financial, construction and education sectors. Her client portfolio is global, including everything from a start-up in New York to a global technology firm headquartered in Tel Aviv. She has over 30,000 hours of coaching experience and in the past three years alone has worked with over 100 executives, on projects ranging from long-term organisational change to leadership development programmes.

Helen is one of the pioneers and masters of The Gallup StrengthsFinder in corporates, especially Microsoft, as well as a seasoned MBTI practitioner and worldwide trainer and advocate of the Oshry's Power & Systems methodology. Helen's early career in banking provides her with the commercial acumen to focus on providing valuable insight to clients whilst helping them increase employee engagement, productivity and profitability. A strengths provocateur, high-energy, fun, and ever-alert to the latest approaches, Helen distils them into highly experiential strengths-based development work with leaders and teams. Clients find it energising, and even thrilling. She is passionate about enabling people to see systems, see the part they play, and embrace their yearning to make a difference.



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Harry Murray MBE

Chairman Lucknam Park



Harry Murray, MBE, was appointed Chairman of Lucknam Park Hotel & Spa in October 2010. Harry, who has been in the hospitality industry for more than 50 years, arrived at Lucknam Park in 1997 as Managing Director with the vision of making the hotel the best country house hotel in the UK.

During his long career Harry has chaired and sat on numerous industry committees and has helped develop some of the leading hoteliers in the UK and around the World. He is often described as the consummate hotelier because of his attention to detail.

Harry, who has been at this Relais Châteaux property for 13 years, was honoured with an MBE in 2006 for his services to the Hospitality Industry. His other accolades include United Kingdom & Ireland Hotelier of the year in 2004 and UK Hotelier of the Year in 1986. He was also presented with a Life Time Achievement Award in 2008 as well as being a Master Innholder for 25 years and awarded the Freedom of the City of London when he was Chairman in 1986 / 87.

Robin Sheppard

Chairman Bespoke Hotels



Graduating from Oxford Brookes in 1977, Robin has been an hotelier for 40+ years, picking up 4 'Hotel of the Year' awards and many prizes along the way; these included Egon Ronay's 'Hotelier of the Year', the 'Queen's Award to Industry for Export Achievement' and most recently winning the Hotel Catey and the Oxford Brookes awards for Outstanding Contribution to the Hospitality Industry.

He trained with British Transport Hotels, including The Old Course in St Andrews and was a General Manager for the first historic house hotel, Bodysgallen Hall, then the Lygon Arms before the Royal Berkshire in Ascot for the Hilton Group. He became a Regional Operations Director with Forte Hotels, turning the Bath Spa Hotel into a shining star.

In 2000 he co-founded Bespoke Hotels which has grown into the UK's latest independent hotel group with over 200 properties, including the multi-award winning Hotel Gotham. His greatest achievement, though, has been to fight back from GBS, a totally paralyzing illness. His relative recovery inspired him to launch the Bespoke Access Awards in conjunction with RIBA at the House of Lords encouraging better design and empathy from architects and interior designers.

Stephanie Hocking

Chief Executive Brownsword Hotels

Stephanie is originally from Cornwall. After studying for her HND at South Devon College in Torquay, Stephanie joined the excellent Crest Hotels management training programme at the Bloomsbury Crest in London, which is now a Holiday Inn. Stephanie made good progress and remained with the company for many years, with the ownership changing initially to THF, then Granada, and then to Macdonald Hotels. During this time, Stephanie worked her way up from GM, to regional GM, then to Regional Managing Director, and then National Operations Director.

In 2014 Stephanie joined Malmaison as Operations Director. Just two years later, Stephanie was appointed as Chief Executive of Brownsword Hotels with the mission to grow the business and grow the people within it. Stephanie and her team are now building the right culture across the company to ensure they continue to expand the skills and hospitality standards required to deliver great customer experiences, profits and a great place for people to work and become the best they can be.



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David Taylor

Chief Operating Officer Principal



David is the Chief operating Officer of Principal; a collection of city centre hotels based in landmark buildings in exceptional locations across the United Kingdom owned by Starwood Capital.

Prior to taking on this role in April 2015, he was General Manager of The London EDITION where under his leadership the hotel won numerous awards including the prestigious Catey Hotel of the Year award.

Associated with other high profile openings and re-positioning projects such as the Hoxton Hotel – Shoreditch, the Great Eastern Hotel – London and the Sofitel St James – London, he is dedicated to promoting best practise within the hotel industry. David was awarded a Master Innholders Scholarship in 2009 and invited to join the Master Innholders as a member in 2012. In addition David was awarded “Manager of the Year” at the prestigious Catey awards in 2015.

Martin Pepper

Managing Director Maxima Training

Martin is a natural leader, communicator and motivator who has dedicated his career to helping people to be the best they can be.

Martin started his career on a management development programme with Air Europe where he held senior operational, sales and training positions. Martin then joined Forte Hotels as Sales Manager of the Post House Hotel at Gatwick airport. Martin had 15 promotions in 10 years with Forte and benefited from working with many inspirational people and teams. Martin was responsible for sales training World-wide for Forte Hotels before co-founding Maxima Training with Wendy Clark in 1995.

During 22 years at Maxima, Martin has worked with over 1,000 client companies in over 50 countries and 100 cities. Martin believes successful people leave clues. Martin has shared these clues with great energy and success, developing thousands of people from the hospitality industry from all around the globe.

A life long learner, Martin has resisted the temptation to do his PHD as he fears no one would take a Dr Pepper seriously!



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