

# Michael Bell

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## Chief Executive Officer / Managing Director

*Extensive P&L business leadership, business development & commercial expertise*

**Creative, solutions driven and successful**, with 20+ years of experience in building and transforming businesses within B2B, B2C, service sector, insurance, leasing, SME, private equity & corporate markets.

**Confidently delivers change and transformation**, securing 'buy-in' for marketing and change strategies.

**International business experience**, including engaging across the UK, Europe, Far East and the USA.

**Pragmatically applies** industry best practice, with the ability to leverage a network of industry contacts, delivering sustainable revenue and profitability performance. Engages with key stakeholders and investors.

**Expertise in driving business growth** through both organic growth, M&As, strategic business development, new product portfolios and accessing new revenue streams via international growth markets and opportunities.

**Dynamic and inspiring as a Business Leader**, effectively engaging with stakeholders at all levels, building empowered working environments, nurturing talent and achieving results by enabling high-performing teams.

**A strong proven track record** of delivering high-impact growth within Private Equity / VC-backed business.

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## Areas of Expertise

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|---------------------------------|------------------------------------|--------------------------------|
| Forward-Thinking Leadership     | Business Turnaround & Growth       | Entrepreneurship & Start-ups   |
| Business Planning & Strategy    | International Sales & Marketing    | M&As, Management Buyout (MBO)  |
| Budgetary & Full P&L Ownership  | Global New Business Development    | Building High-Performing Teams |
| Organisational Structure Set-up | Customer Acquisitions & Retention  | Restructuring & Culture Change |
| Business Process Streamlining   | Strategic Partnerships & Alliances | Performance Management, KPIs   |
| Cost & Operational Efficiencies | Revenue & EBITDA Optimisation      | Decision Making & Influencing  |

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## Professional Experience

### Driven Worldwide | Global Chauffeur Services

#### Chief Executive Officer (CEO)

Jan 2013 to Present

Full P&L business leadership and strategic business development within a global chauffeur drive business with offices in London, New York and Hong Kong. T/o £12m, EBITDA of £1m+.

Full member of the Board of Directors, keeping investors briefed on progress against strategies and goals.

Focused on delivering ground transport solutions to blue-chip corporate clients across over 100 countries.

Key role in designing and implementing the long-term strategic plan for the business, overseeing all sales, client service delivery and operational delivery activities following a highly-successful MBO process in 2013.

Leadership, management and motivation of a multi-functional team of 50+ staff, including mentoring teams.

Built strategic and key client relationships across all offices, developing a client portfolio including Barclays, BAML, Clifford Chance, Credit Suisse, Deutsche Bank, Goldman Sachs, AmEx, JLT, JP Morgan and UBS.

Developed a business case for diversification into executive vehicles, building the new arm of the business to £3m t/o within a period of just 3 years.

#### **Key contributions and successes:**

- Spearheaded international business development, including vertical market and geographical growth
- Gained PE experience through the MBO process
- Reviewed multiple acquisition and sale opportunities, including negotiating with 3 potential acquirers
- Achieved considerable success, delivering >20% Return-on-Investment (ROI) on a 5-yr investment

**Driven Worldwide | Global Chauffeur Services  
Business Development Director**

**Feb 2009 to Jan 2013**

Business development management, parachuted into key role to build the new business team and introduce best practice key management processes into rapidly-growing business.

Initial remit for direct selling to target prospects for each of our offices, including London, New York and Hong Kong. Regularly visited international offices to meet with prospects and negotiate with new clients.

Worked closely with the Managing Director, regularly engaging with shareholders and investors on progress.

Built, assembled and developed a team to support business growth, expanding from 1 to 8 staff in the team.

Instrumental in 'digitising' the business, developing transactional website portals and apps, driving growth.

Oversaw and managed all marketing functions, effectively managing a budget of £300k+ p.a.

**Key contributions and successes:**

- Key role in the definition, development and launch of new product offerings, delivering new revenues
- Defined and embedded operational KPI metrics, streamlined processes & automated key workflows
- Built relationships with major investment banks across all global locations, building trust & confidence
- Personally delivered £1.5m new business in my second year in business, contributing to profitability
- Developed a management team for the business, developing people & ensuring succession planning
- Developing a global conference and events product, building an executive car business from scratch
- Project-led deployment of a global telephone system together, with chauffeurcall, a telecom solution

**Ross Insurance Group Ltd  
Non-Executive Director (P/T)**

**Mar 2021 to Nov 2021**

Strategic business leadership as a Non-Executive Director (NED), acting as a mentor and trusted advisor to the Board of Directors. Supported the board with strategy, sales and account management processes.

Definition & execution of strategies, instrumental in undergoing a sale process to a larger insurance broker.

Key role in the end-to-end corporate sale process and SPA, including due diligence & data room preparation.

**Key contributions and successes:**

- Achieved success in role helping steer the team and business through to a successful sale

**My Lease | Start-up – Vehicle Finance Broker  
CEO & Founder**

**Jun 2006 to Feb 2009**

Full P&L business leadership and strategic business development as the founding CEO of a new start-up vehicle finance broker, specialising in fleet management, vehicle procurement and vehicle funding solutions.

Definition and execution of a 5-year business plan and strategy, mapping out growth and planning success.

Established strategic partnerships, securing 'introducer' status with a portfolio of six major vehicle funders.

End-to-end project leadership and delivery, including project planning, scope, budgeting, risk and delivery.

**Key contributions and successes:**

- Implemented sales & marketing strategy, including PPC & SEO, generating 300 enquiries per month
- Built affinity programmes with IFAs and strategic alliances with 3 major asset finance companies
- Achieved rapid expansion and business growth, with business performance exceeding expectations

**NCP Ltd | Private Car Parks Operator  
Sales & Marketing Director**

**Oct 2003 to Dec 2005**

Business leadership and strategic business development, driving sales & marketing as a Main Board Director of a £430m t/o private equity backed-business (Cinven & 3i). Reported directly to the CEO.

Tasked with delivering >20% LFL EBITDA growth, defining and implementing a sales strategy for NCP Ltd.

Leadership, management and motivation of a team of 40+ staff, including team mentoring and coaching.

Oversaw business development and operations across consumer, B2B, local and central government sectors, engaging with clients including Westminster City Council, Manchester City Council, TfL and BAA.

Acted as project sponsor for a portfolio of strategic projects, including new product engine, website re-launch and online transaction development initiatives.

**Key contributions and successes:**

- Developed the business case for £7.5m CAPEX as part of roll-out of a national parking product offer
- Repositioned the NCP brand as integrated transport services provider, working with stakeholders
- Gained private equity experience, part of sale process & transition of ownership from Cinven to 3i

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## Early Career

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| 2002 to 2003 | <b>Director and Founder</b>            | Horizon Consulting |
| 2000 to 2002 | <b>Sales Director</b>                  | Hertz Lease        |
| 1995 to 2000 | <b>National Sales Manager</b>          | LeasePlan          |
| 1990 to 1995 | <b>Sales Manager / Sales Executive</b> | UniChem Plc        |
| 1989 to 1990 | <b>Regional Sales Manager</b>          | Brita              |

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## Education & Qualifications

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| <b>The King's School Worcester</b> | 2 GCE 'A'-Levels, 8 'O'-Levels |
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## Professional Development

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**CPD:** Short term programmes at Henley Management College, Mercuri International, Cranfield University – School of Management, Team International. Vistage and MD2MD.

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## Additional Information

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| <b>UK Citizen</b> | Excellent references available | <b>Flexible on location</b> for the right opportunity |
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