

# STEVE DEEKS

PRESENTER | TRAINER | COACH | RACER | AVIATOR



## CONTACT

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## SKILLS

- Presenter
- Trainer
- Voiceover Artist
- Keynote Speaker
- Coach
- Video Producer
- Photographer
- Scriptwriter
- Copywriter
- Drone Pilot
- Helicopter Pilot
- Fixed Wing Pilot
- ARDS Racing Instructor
- International Racing Driver
- Automotive Technician

## EDUCATION

### Technical Apprenticeship

Jaguar Cars  
1979 - 1980

### Technical College

Tile Hill Tech  
1979 - 1980

### Grammar School

Kings Grammar School  
Devon  
1974 - 1979

## SUMMARY

On completion of my basic engineering training at Jaguar Cars, I quickly realised that the car industry was not going to enable me to earn enough to pursue my ambition to enter professional motorsport. I targeted Hotel Management, a sector which was booming at the time, and after 7 successful years managing hotels, I generated enough capital to finance a Formula Ford single-seater, box van and trailer - and left the hotel business to pursue a professional motor racing career.

Nine years of professional single-seater racing up to British Formula 3, followed by a side-step into sportscars and US IMSA prototypes, British GT, then one make saloons, with an eye on the BTCC spanned a 17 year career, before I refocused on full time Presenting and Training utilising the skills I had developed in my successful quest for sponsorship and the development of commercial partnerships.

Retiring from racing also meant I could pursue my other passion - aviation, I qualified as a multi-disciplined pilot, rated to fly three types of fixed wing aircraft, four types of helicopter, (including night rating), and unmanned (drones).

## WORK EXPERIENCE

### PRESENTER

I present live shows and events worldwide, consulting to major car and motorcycle manufacturers, training product and sales, launching new models, creating training media and delivering innovative, engaging content.

Additionally, presented Motorsport TV (GT Academy, The Race) and was the face of Motorsport UK's new licence training programme as the presenter on their training DVD's, Go Racing and Start Karting. The presenter of Nissan Europe's televised online training content, voiceover artist, keynote speaker for clients such as Barclays Investment Management and The Home Retail Group.

### TRAINER

My motor industry background and extensive race experience makes me well qualified to work as a trainer for some of the World's most highly regarded automotive brands - indeed I am retained by the European Agencies of Nissan and Lexus, as 'core training team', and have enjoyed multi-year assignments with Ford, Audi, Mercedes, Mazda, Jaguar and Landrover. Additionally I have provided trainer support to companies entirely outside of the car business, as diverse as Motorola in Chicago through to Alpinestars, Italy.

My key areas of training expertise include performance, hybrid and alternative powertrains, handling, dynamics and safety technologies, brand development, sales, communications, online presence and management techniques.

### PRESENT TO WIN WORKSHOP

I have designed, created, authored and now deliver my signature presenting and communication skills workshop 'Present to Win' to major international clients worldwide, both physically and virtually.

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## LICENCING

### Motorsport UK

- Race Licence International C
- ARDS Instructor Licence S

### Flight

- PPL/H
- PPL/A
- FAA PPL/H
- Helicopter Night Rating

### Helicopter Ratings

- B206 Jet Ranger
- R22 Robinson + Clipper
- R44 Robinson + Clipper
- R66 Robinson (Turbine)

### Aircraft Ratings

- PA28 Piper
- AA-5 Grumman
- J41 Piper Club (Taildragger)

## CONSULTATION

I provide specialist consultancy services to clients as diverse and globally distanced as Qatari Diar Doha, coaching the Royal Princes in how to present themselves and the Qatari government's projects. At Bushy Park Racetrack Barbados I developed a bespoke driver development safety programme, for Motorola PCS Chicago we leveraged their 'first phone on the moon' brand heritage. In Budapest we introduced the latest technology and industry trends to East European dealer markets and with Phillips Flat Screen, Shanghai I was their keynote speaker at a major international conference - focusing on what global business could learn from Formula One.

## CONTENT AUTHORIZING

Corporate film maker, designer, writer and presenter for many domestic market clients, home studio with voice-over and editing production facilities. Full suite of production equipment including drones, 4k gimbal cameras and teleprompters.

## COACHING

Qualified ARDS Superlicence Instructor with an A-list of clients including, Brian Johnson, Lord March, Jeremy Clarkson, Nigel Benn, Les Ferdinand, Mike Brewer, Greg James, Gary Numan - even Princes William & Harry. For 20+ years, Duty Instructor at Silverstone's World-renowned Race School and Corporate Entertainment facility.

Circuit instructor for track-clubs Club 89, Gold Track, RMA, Castle Combe Racing School, Ian Taylor Racing School, Apex Racing School Mallory Park, Instructor & Presenter Motorsport Jamaica, Instructor & Presenter, Bushy Park Barbados.

With the world ever increasingly virtual I have also branched into the professional Esports scene as coach and mentor to twice World F1 Esports Champion and Ferrari F1 Esports driver, Brendon Leigh.

## INTERESTS

I have a passion for speed, competition, travel, adventure - and beautiful things. Especially music. I am fascinated by personal development, and a seeker after the truth. I place a high degree of importance on physical fitness, have always been a distance runner and gym user.

I have a drive to empower and educate, first myself, then others. Having a Trinidadian mother, and having been brought up partially in the Caribbean, schooled in Europe - then traveling the globe extensively - I consider myself a citizen of the World. I love all things technical that have grace and beauty. I prefer to ride motorbikes than drive cars, I play guitar, sing, fly helicopters and pilot fixed-wing aircraft. I'm a published author, sang with a band and these days busk with my Martin D35 and Bengal Puss collecting the cash.

Racing - and competing - is in my blood, and my return to the racetrack came in 2016, campaigning classic sportscars and single-seaters, contesting the Walter Hayes Trophy in a Formula Ford 1600 and campaigning a 1979 HSCC Porsche 911SC in Roadsports.

I'm back, I'm flying, I'm presenting, I'm coaching and best of all - I'm racing.