

# 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

## 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 seven successful years managing hotels, I generated enough capital to finance a thirteen-year-old 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 ensued, followed by a side-step into sportscars and US IMSA prototypes, British GT, then one-make saloons, with an eye on the BTCC, rounding out a 17-year career. Next I re-focused 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 a night rating), and unmanned aircraft (drones).

I've built a vast body of work throughout my career so far - and delivered results for clients Worldwide. I've returned to the racetrack as both coach and racer - running at the front of the classic scene, representing a whole new suite of sponsors and teams.

## 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) was the face of Motorsport Association'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. Recent work included filming an episode of 'The Smallest Cog' at Silverstone for Richard Hammond, writing and presenting the new Go Racing video for MSUK - shooting film with F2 Red Bull driver Zane Maloney at Bushy Park Barbados, live streaming for Alpha Live - the list goes on.

### 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. I have delivered Present to Win Worldwide - and continue to do so - to everyone from World Championship athletes to merchant bankers - and everyone in-between.

The course has evolved since its inception over two decades ago to encompass all the latest methods and mediums of communication - with particular emphasis on power in the virtual universe. It is packed with everything I have learned from thirty plus years making my living as a live and broadcast show presenter.

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## EDUCATION

### Technical Apprenticeship

Jaguar Cars  
1979 - 1980

### Technical College

Tile Hill Tech  
1979 - 1980

### Grammar School

Kings Grammar School  
Devon  
1974 - 1979

## TRAINER

My motor industry background and extensive race experience makes me well qualified to work as a trainer for many 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. Each and every project is personal to me - and gets the same level of care, commitment and focus.

My key areas of training expertise include performance, hybrid and alternative powertrains, handling, dynamics, safety technologies, brand development, sales, online presence and management techniques. Above all else I have my signature training workshop that I authored and developed myself - 'Present to Win'.

I love to empower people - and bring things to life.

That's what I do.

## 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 to Asolo Italy, where I developed the presenting skills of the key sales team for the World's number one motorcycle clothing brand. At Bushy Park Racetrack Barbados I developed a bespoke driver development safety programme, for Motorola PCS Chicago I leveraged their 'first phone on the moon' brand heritage. In Budapest I 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.

It's a wide World - and I love to take my unique skill set on the road in service of the brands that I work with.

## COACHING

Qualified ARDS S Licence 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 plus years, Duty Instructor at Silverstone's World-renowned Race School and Corporate Entertainment facility.

Circuit instructor for track-clubs including 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, Lotus Silverstone, BMW Car Club, Porsche Club GB, etc.

With the World becoming 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. I was also Chief Instructor for the original GT Academy television series, in partnership with Johnny Herbet.

I am Silverstone's Head of Instructor Training at the Grand Prix Circuit, consultant to MSUK for the Novice Driver Training Course, Head of Race School Development, Bushy Park Barbados.

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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)

## CONTENT AUTHORIZING

Corporate film maker, designer, writer and presenter for many international clients, home studio with voice-over, editing and production facilities. Full suite of production equipment including drones, 4k gimbal cameras and DSLR's. I am a published author - as well as being an accomplished copy and script writer, I have also written for automotive and motorcycling titles. Authoring training content is my speciality - I have clients from myriad different spheres of business and industry.

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## 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 my Bengal Puss's 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.