

## Biography: Jeremy Richards BA BSc MRICS

DOB: 15<sup>th</sup> February 1963

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### **Timeline:**

1984 – Stephen & Co Chartered Surveyors

1988 – Surveyor JP Sturge – Office agency

1996 – Salaried Partner, King Sturge- Head of Office agency

2002 - Partner in Charge, Bristol, King Sturge

2003 – Equity Partner King Sturge

2006 - Joined UK Board King Sturge

2011 – International Director JLL and on UK Executive

2011 – Lead Director – South and Wales Region

2012 – Head of National Offices JLL

2013 – Founder and Director of InPlay Golf –Bristol

2017 – Chairman of JLL South and Wales

2017 – Established JMark Consultants Limited

### **Significant Achievements:**

Having achieved an Hon`s degree in History from Lancaster University I joined Stephen and Co Chartered Surveyors as a sales negotiator. From here I gained my deep-rooted understanding of client service and Integrity in sales.

In 1986 I joined their Commercial department and started a three year day release course for a BSc in Valuation and Estate Management from the University of the West of England.

In 1988 I joined the office agency team of JP Sturge in Bristol the foremost firm of commercial surveyors in the South west at the time.

On completion of my BSc in 1989 I passed my interview to become a qualified Chartered Surveyor.

My time in the office agency team reinforced my sales and negotiating skills whilst being involved in many major property development projects across Bristol and the South west for over 25 years

### **Acquisitions and Consultancy advice**

During my time at King Sturge and JLL I increasingly became involved in advising major corporates and partnerships on their overall property strategy. Key office acquisitions for whom I provided property consultancy advice:

- Bond Dickenson
- Clarke Wilmott
- Veale Wasbrough Vizards
- Grant Thornton
- Orange
- Toshiba
- Capita
- STMicroelectronics
- KPMG

Acting for the above clients gave me a significant insight in to different corporate cultures and the decision-making process.

In 2018 I completed the acquisition of JLL's new offices and implemented a new fully agile workplace solution.

### **Managing Partner and Lead Director – King Sturge & JLL**

During the my 14 years as Managing Partner and Lead Director of the South and wales region of over 200 staff I have gained an insight in to the following areas :

- Staff motivation and engagement
- Managing Partnerships
- Reward structures
- HR Issues including recruitment and redundancy
- Conflict resolution
- Mentoring and Coaching
- CSR
- Public speaking and presentations

During my tenure the region grew in revenue terms from £8m per annum to £17m and held the foremost Annual Market review to over 300 clients.

For the National Office group, I coordinated the 'Big 6` presentation on the UK's regional market and presented it at Bafta each year.

### **External Appointments and Awards**

#### **Past**

- Bristol Property Agents President – 2014
- Founder of Bristol Property Forum
- FBE committee member
- Secretary to Bristol Old Vic
- South West Business in the community

#### **Current**

- UWE Business Fellow
- BPAA Past Presidents
- Director InPlay golf
- JCA – Emotional Intelligence profile accreditation.

### **InPlay Golf – Harbourside Bristol**

InPlay golf is the only six screen golf simulation business in the South west. As founder and Co-director this has given me further insight into to following:

- Promotion and set up of a new concept
- Marketing
- Small Business P&L issues
- Business planning

InPlay offers corporate and team building events, lessons and club fitting and is now entering its fourth year of trading.

### **JMark Consultants:**

Having successfully run large businesses within both Partnership and Corporate entities in the Real Estate sector over the past 30 years, we understand the sector and have developed a passion for people, with a desire to influence behaviour as a driver for improved business performance.

Our simple, honest and direct pragmatic approach requires no jargon or structured programme, it depends largely on experience and understanding, plus a willingness to challenge the status quo and allow our clients to focus on what is actually important.

Either collectively or individually, we can provide the following core services:

- mentoring/coaching/EIP profiling
- business strategy
- non-executive roles
- merger and acquisition support
- presentation and public speaking support

Utilising our business experience, we are skilled in one to one mentoring of individuals at all levels, but with a focus on future leaders or on current C-suite or Board level. We are also able to act as facilitators to teams, including Boards, to help focus them on challenges and the optimum solutions.

Over the last 18 months we have undertaken strategy advice for business service firms including lawyers, property consultancies and investment companies. We currently coach/mentor senior directors and partners on a one to one basis in a range of public and private sector organisations.

**Jeremy Richards**  
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