



Kate Richens

GLOBAL PARTNERSHIP LEADER

“Success lies in understanding the personality behind the brief.”

Purpose, Passion and Promise

Kate's purpose is to deliver successful partnerships, focused on strong brand awareness. Her positivity and innate talent for communication allows Kate to build trust between brands as she focuses on the objective behind each conversation.

Her passion is to clarify the 'why' of any given project as well as getting to the root cause of any perceived issues. This supports the team in becoming solutions-orientated and produces highly productive partnerships.

Kate provides vision, strategic direction, leadership and support to her people. She maximizes synergies and embeds these positive relationships into team excellence. Kate's strategy to leverage expertise across her global network, is proven in her success and reputation for building lasting partnerships.

Personal Brand

As a conduit to building positive energy, Kate influences her global network to deliver multi-faceted partnerships across verticals, at all levels. She loves to find solutions and has an innate ability to be 100% present with people - to unpick objectives to fully understand and flesh out the desired outcome, as well as the motivation behind an individual, task, project or goal.

Kate builds collaborative, supportive and harmonious relationships, from which to explore creative and innovative approaches, to develop compelling results with consistent messages which articulate the synergies between a brand's goals and those of its partners.

Leadership Style

Kate invests in her teams. Her confident leadership includes situational agility and partner focus. She uses her interpersonal skills to build exceptional teams with impact, communicating effectively and with transparency. She provides an integrative and purposeful leadership style to develop and motivate team members, through effective challenge, prioritisation, learning and development support, with empathy and compassion.

World at Vocation

People are at the heart of everything Kate does. She collaborates to drive results which inspire people and energise brands. She manages strategic partnerships, using her strong negotiation and influencing skills in relation to multiple stakeholder contexts. Kate's proven experience leads her to source and develop new initiatives that contribute towards partnership objectives.

Myers Briggs

Extraverted 93% | Observant 68%
Feeling 89% | Judging 86%
The Consul - Role: Sentinel
Strategy : Social Engagement

Gallup Clifton Strengths

Individualisation | Positivity | Harmony
Communication | Restorative

What Inspires Me

- Passionate leaders living their vision.
- Challenging the issue behind any given problem, to forge a new path onwards and upwards!
- Leading a goal-focused team, to exceed expectations.

PRODUCED BY



Key Skills & Multiple Intelligences

Visual, sensing, sequential and reflective abilities help to orientate Kate across multifunctional teams. Naturally inquisitive Kate seeks to be informed, clear, articulate and coherent in all she puts forwards. She is commercially astute with a mathematical logic and enjoys accountability as much as creating a systemic approach to shaping the customer experience.

Personal Achievements

- Raising my confident and kind-hearted 6 year old daughter, Georgia
- Climbing Mount Kinabalu, Sabah, Malaysia
- Completing several Raymond Blanc Le Manoir Aux Quatre Saisons Cookery Courses

Top 6 Values

Integrity | Accountability | Leadership | Professional Growth
Family | Humour & Fun

Career Highlights

03/19 – PRESENT - Global Partnerships Manager – SportPesa/SpScore

Managed £4m activation spend across Partnerships in Premier League Football (Everton FC), La Liga, Racing Point Formula 1 Team title partnership, boxing and horse racing. Plus global market and key stakeholder engagement. Set and measured KPI's.

2010 – 2019 – Managing Director – Monacokool

Re-structure, new clients, turnover from £200k to £1.2m in 3 years. All client management including Mercedes Formula 1 Team, Exxon Mobil, Williams Formula 1 Team, Dell and Diageo. Oversaw 5 super yachts, all associated logistics < 400 guests at 5 Monaco Grands Prix.

2011 – 2013 – Motorsport Account Director & Consultant – IMG

Multiple motorsport interests plus management of Sir Jackie Stewart / Heikki Kovalainen, IMG's purchase and activation of RallycrossRX and GE's premium partnership of Caterham Formula 1 Team. The 'Go To' for motorsport management within IMG.

Engage With

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Future Memory

Building progressive partnerships, designing and promoting 'extra' ordinary events, optimising both opportunity and reach. Providing strategic direction for operations, maintaining communicative and collaborative working relationships across departments. Implementing organized systems, process and measurements to effectively set budgets, monitor reach and KPI's, to ensure partnership assets are utilized efficiently.

World at Home

- Mother to Georgia, wife to Jeremy and dog mother to Shizzle the cockapoo.
- Cooking up a feast for family and friends, kids running riot, wine flowing.
- Planning our next holiday, party, event.

Three for Me

- Celebrate life at every opportunity – family, friends and work....life's for living.
- A role model with integrity and humility, for my daughter and young women.
- Mentor my teams to be the best professional version of themselves.

