

DR KEITH FAIRHURST

Professional Biographical Profile

Business professional / Certified Company Director / Registered Business Rescue Practitioner / Member of the Turnaround Management Association



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OVERVIEW

Dr. Keith Fairhurst is a distinguished business professional, certified company director, registered business rescue practitioner, and a member of the Turnaround Management Association. With a comprehensive academic background and a wealth of experience, He is committed to enhancing the health and success of companies through strategic guidance, leadership development, and business rescue practices.

ACADEMIC QUALIFICATIONS

- Ph.D. in Business Management from the University of Pretoria
- M.Sc. in Finance from Edinburgh Business School
- MBA in Strategy from Edinburgh Business School
- Associate Certified Coach (ICF)
- Certified Company Director from the Institute of Directors
- Accredited CPA Practitioner
- Advanced Business Rescue Practice Certificate from UNISA

OTHER CERTIFICATIONS

- International Certification as a Consultant Development Facilitator (KPMG)
- Partner Assessment and Development Coach (KPMG)
- Management Excellence Program Graduate (Microsoft)
- Leadership Coaching Academy (The People Business Group)
- Accredited Scaling Up Coach

COACHING QUALIFICATIONS

- Systemic Team Coaching Certificate (AoEC - Renewal Associates)
- Associate Certified Coach (ICF)

BUSINESS EXPERIENCE

Dr. Fairhurst currently serves as an Enterprise Coach, specializing in assisting businesses and executive teams in their growth journey. As the Director and founder of ScaleUp Partners, he focuses on three key areas: scaling up businesses for greater equity value, developing business leaders for sustainable vision, and enhancing governance to reduce risk and attract talent.

Previously, he founded and directed Unleash Consulting, a high-impact advisory and coaching company specializing in strategy, corporate governance, performance, leadership development, and business turnarounds. He has over 30 years of experience in managing and developing large businesses across industries such as banking, mining, telecom, and manufacturing.

He serves on six company boards. He helped all these companies navigate the COVID pandemic and has supported them strategically and operationally in a well governed way. All of the companies that he serves have seen business improvement including one that grew 10 fold in 10 years.

COACHING PROFILE

As a consultant and professional leadership coach, Keith has accumulated over 4000 hours of individual and team coaching experience. He focuses on high-performing teams and boards, emphasizing innovation, creativity, and dealing with complexity. His clientele includes prominent organizations such as Vodacom, JSE, ABSA, Standard Bank, BHP Billiton, and many others.

- Accredited CPA Practitioner
- Integrative Enneagram-Trained Coach
- The Leadership Circle-Accredited Coach

LECTURING AND FACILITATION AT GIBS

Dr. Fairhurst is a Professional Associate at the Gordon Institute of Business Science (GIBS). He has been actively involved in MBA research supervision, external examination, lecturing, and facilitation since 2012, contributing to programs such as the General Managers Program, Managing for Results, and Global Executive Development Program.

PUBLISHED RESEARCH

Dr. Fairhurst has contributed to the academic field with research articles published in reputable journals, including the South African Journal of Business Management and The Southern African Journal of Entrepreneurship and Small Business Management.

CONSULTING EXPERIENCE

With a strategic and purposeful approach, Dr. Fairhurst has a proven track record in leadership and management. His experience spans various executive positions, including a partnership with KPMG, where he sat on the Management Board and represented the practice at a Middle East and Africa level.

Professional Bodies/Accreditations

- ACC (ICF)
- Professional Turnaround Practitioner (PTP) - Turnaround Management Association
- Certified Company Director (Cert Dir) - IODSA
- International Systemic Team Coaching Certificate (ICF and AOEC)

CLIENTS

Dr. Fairhurst has worked with a diverse range of clients, including Accenture, ABSA, Investec, Vodacom, Sanlam, BHP Billiton, SABS, Rainbow Foods, DBSA, Dimension Data, FNB, NEF, JSE, Nedbank, PWC, Aspen, Cell C, and more.

PERSONAL INTERESTS

Outside of his professional endeavours, Keith engages in a variety of personal interests, including scuba diving, sailing/boating, triathlon, and playing the saxophone. His multifaceted approach to life is reflective of his dynamic and holistic perspective in both professional and personal realms.