

# Noel Ebdon

## Global Business, Strategy and Operations Expert

I am a highly motivated and ambitious operations and business development professional with more than 24 years of global experience across a range of industries and countries, including automotive, film/TV, heavy industry, engineering, retail, information technology and media. I have built a wealth of knowledge within all aspects of business development, sales, marketing and brand management, as well as HR, legal and finance. I have strong leadership skills and the ability to make independent decisions, direct a team and work under my own initiative, but in addition, work well as part of a team. I am also very passionate and driven with a focus on delivering objectives and measuring results (KPIs).

### Email

[noel@whitefoxme.com](mailto:noel@whitefoxme.com)

### Mobile

UK: +44 7341 878 594

### Nationality

British

### Location

Moulton, Spalding, Lincs  
United Kingdom

## CAREER HIGHLIGHTS & ACHIEVEMENTS

### **Business consultancy working with FW Race Series and WattGo EV Engineering White Fox Consultants, Peterborough, UK Owner, Apr 2024 – Present**

- On relocating back to the UK launched a consultancy to continue advising Nasser Al Meraikhi Ventures at board level, working directly with the Executive Chairman as previously
- Appointed as a Non-Executive Director of WattGo, the technology division of Watkinson Motors Ltd. a developer of EV motorcycles, hyper cars, trucks and buses
- Appointed as Commercial Director (project based) of Formula Women and the Nations Cup, working on global partnerships and operations for the brand

## BUSINESS SKILLS

Business Intelligence

Commercial Awareness

Goal Focused

Research and Strategic  
Analysis

Strategy Management

Business Planning;  
Long, mid and short  
term

Team Leadership and  
Management

Financial Acumen

### **Regional Distributor for Peugeot Moto, Autoglym and Mecalac Heavy Machinery Nasser Al Meraikhi Ventures, Abu Dhabi, UAE Commercial Director, Jul 2021 – Apr 2024**

- Key board member of NAMV, working directly with the CFO and Executive Chairman to grow a traditional Emirati family-owned business from brand representation to regional distributor
- Board level operational oversight, marketing, launch planning, network expansion, and strategic partnerships, as well as company representation with overseas partners
- Successfully launched a blue-chip UK automotive brand, including launch plan, resilience checks, funding and stock level management

### **Global Automotive OEM parts design and manufacturing NSV Group, Dubai, UAE Business Development Director, Feb, 2019 – Jun, 2021**

- Responsible for the company budget of more than US\$ 40 million year-on-year, as well as the US, South African and European operations
- Oversaw engineering and marketing functions of the in-house team, as well as advising on a new corporate-wide sales structure, which saw sales growth year on year
- Revamped the engineering team, with new roles and responsibilities, new department heads and a clear strategy for workflow

### **KTM, Gas Gas and Piaggio Distributor for the UAE and Lebanon ANB GCC, Dubai, UAE Regional Director, Sept, 2017 – Jan 2019**

- Board Representation of the group's UAE-based business, including strategic direction, finance, new business opportunities, client relationships, recruitment and HR
- Management of all finances, spend and budgeting for the initial US\$ 2 million corporate launch, as well as ongoing budget management
- Board-level project management of the opening of the flagship GCC showroom, including design, construction, fit-out, recruitment, operations and sales targets/KPI's

## SOFT SKILLS

Strong relationship  
Management

Innovative

Influential

Assertive

Problem Solving

Motivational Leader

Negotiation/  
Persuasion

Collaboration

Adaptable in changing  
environments

### **Sports TV and Film Production**

#### **Case Productions – Dubai, UAE**

**Partner and Executive Producer, Jul, 2013 – Feb, 2016**

- Launched the Middle East arm of the UK and Turkey-based Case Productions
- Onboarded a number of key clients, including Red Bull, Dubai Autodrome race circuit and Meydan (Dubai World Cup horse racing venue)
- Worked as Executive Producer on the Red Bull film 'Seven Star Spin', where an F1 car did 'donuts' on the Burj Al Arab hotel helicopter pad. Link:  
<https://www.youtube.com/watch?v=bx3eNZyuf8>

### **Automotive Communications Agency**

#### **Performance Communications, Dubai, UAE**

**Managing Director, Sep, 2012 – Aug, 2017, Partner Aug, 2017 – Present**

- Launched the UK-based Performance brand in the Gulf, opening the first regional office, and recruiting and managing a team across a variety of roles
- Took the lead role in new business pitches, winning key ongoing business with Renault, Cadillac, AC Delco, Continental, and others, totaling \$3 million
- Directly responsible for a number of new key accounts, including Bentley, KTM, McLaren and Harley Davidson, and key events, automotive product launches, video production

## EDUCATION

BA (Hons)

Communications and  
Design, London  
Guildhall University  
(London, UK)

### **Wider Global Experience (beyond UK and UAE)**

#### **USA**

Responsible for the US office of NSV Group in Long Beach, California

#### **South Africa**

Laid the groundwork for a new office for NSV Group in Johannesburg

#### **Lebanon**

Attended monthly board meetings for ANB GCC in central Beirut.

#### **France**

Negotiated directly with the senior board of Peugeot Motorcycles for the distribution rights for the GCC

#### **Saudi Arabia**

Ran a number of events for the Saudi Motorsport Federation, in-country dealers and the cultural ministries in Riyadh

## CERTIFICATES

Cambridge Latin  
certificate holder (three  
levels)

NEBS Management  
Training Diploma

### **Other Prior/Project Experience**

- Launch Editor for Car Magazine (Middle East Edition)
- Contributor to AutoCar, Evo, Ferrari Magazine, Charged (gadget magazine), Boat Owner, Middle East Golfer and many more
- Author of 'Born of the Sand', the history of the Range Rover in the Middle East, a coffee table book for Land Rover corporate

## INTERESTS

Major passion for  
cars and  
motorcycles.

Previously raced in  
both regional and  
international car and  
motorcycle races, as  
well as the UAE  
Touring Car Series  
(now NGK Series)

## REFERENCES

On request