



# Jonathan B.

Global business specialist with over 20 years in business strategy, marketing, business leadership and team development. Passionate about transforming the nations one business at a time. Jonathan joined IBEC in Feb 2021 as Director of Consulting Services and comes to the organization with a wealth of experience serving Kingdom businesses across the globe.

## Expertise

Business leader, executive leadership, coaching and consulting, global business experience, strategy and tactics, marketing.

## About Jonathan

Jonathan is an experienced coach, strategist, and business leader with over two decades experience in business covering five continents.

Jonathan has owned, lobbied for, and consulted to businesses over the last two decades, and understands the ins and outs of business, from strategy to tactical application like no other. From marketing, to team communication, to business leadership, he has a keen interest in how businesses and people function and interact, and how a business can build its communication inside and out. Jonathan has seen it all from solo startups to multi \$bn companies and everything in between.

As a Certified Practitioner with The Predictive Index, he brings more than just the “soft skills” essentials, but also the science behind how people connect with their environment. He is also well versed in DISC, Enneagram, and many other people focused tools.

Jonathan holds a Master of Advertising and Public Relations, a Bachelor of Arts in Sociology and Political Science. as well as formal coaching credits recognized by the International Coaching Federation.

He is a Global Business Specialist with Five Capitals, a US based coaching organization. He is also Founder of Market Hope, seeding his personal vision to transform the nations; one business at a time. In his spare time, Jonathan is also the Co-Founder of Business in Bare Feet, an online community dedicated to connecting remote and regional startups with some of the world’s leading entrepreneurs.

Australian native, Jonathan and his family reside in North Carolina. He and his family have a passion for travel and global missions, visiting many fields including Central and SE Asia, Pacific Islands, Southern and Central Africa.

## Experience

Various companies  
Executive / Business Coach  
CEO / Executive Dir

Owner / CEO 2001-2010  
2009 – present  
Enterprise Development Institute of Australia  
ACT Enterprise Workshop  
Council of Small Business Organisations of Australia  
Micro and Home Business Association

Board / Other Memberships

Nexus Human Services (President 2 years), COSBOA, EDIA, ACT Small and Micro Business Advisory Committee, Australian Tax Office Small Business Advisory, Australian Competition and Consumer Commission Small Business Advisory, Capital Region Employment Economic Development Authority

## Qualifications

University of Canberra  
Australian National University  
Neurocoaching Australia (Frazer Holmes)  
Five Capitals  
Predictive Index

Master Advertising and Public Relations  
BA Population Studies and Political Science  
Certified to ACC (ICF) level (unaccredited)  
Certified Coach  
Certified Practitioner