

Profile

I used to be a full time adventurer and part time technology enthusiast, now the roles are reversed.

I spent 10 wonderful years working as a freelance outdoor instructor for Outward Bound, Raleigh International and World Challenge. I was lucky enough to lead walking, climbing, and sea kayaking expeditions in Europe, Africa and South America.

After a decade of excitement, my interest in technology slowly took over. Once you have been threatened at gun point, had your arm trapped by rock fall whilst solo climbing, and temporarily lost 4 of your group during a major earthquake the quiet life starts to look more attractive.

I have been working with computers since the age of 8. Initially programming for fun, at 14 I went on to win the Sunday Times Computer Brain competition for a school project that with the help of an analogue to digital converter turned our school's computer into a useful aid in speech therapy. Pupils with hearing impairments could play computer games, controlling their character with "correct"; speech patterns.

This led to an approach by Microdeal to write computer games for the ZX Spectrum, which I did whilst still at school.

At 17 I was bitten by the adventure bug, and embarked on ten thrilling years as an outdoor instructor and expedition leader. Working for Outward Bound, Raleigh International and World Challenge I led trips in Scotland, France, Chile, Ecuador, Mexico, Brazil and Malawi, visiting some truly stunning locations. During this time, I also completed a management degree at Sheffield.

I started my first online marketing project in 1997 promoting a travel company called Excellent Adventures that I ran with another ex-Outward Bound colleague. I established webbactivemedia.co.uk a web development company in 2002, and Search Engine Friendly Hosting a niche domain name and web hosting business in 2007.

I have worked with a range of clients to deliver real results from online marketing, including Eclipse Global Events, Impact Development Training, First Mortgage Consultancy, The Social Network Company, Breanish Tweed, Active Training, Walkabout Scotland and Heart of Scotland Tours.

I get involved at the strategic level, working out detailed plans focused clearly on business objectives. I have a team of trusted partners that can action the plans or clients are free to use their own in house resources, or outsource the work as they see fit. Social responsibility

I sponsor the web site of ethical water company "FRANK", providing hosting, technical expertise, and practical help. Frank sell bottled water in the UK on a "not for profit" basis with all profit going to fund clean water projects in developing countries. As part of this commitment, I recently travelled to India to see the completion of the first Frank sponsored clean water plant.

www.frankwater.com

I also do the same for the Forces Children's Trust, a charity "devoted to working together to help children in need whose father or mother has died, or has been seriously injured, whilst serving as a member of the British Armed Forces." My commitment also goes further than helping with their online presence. In 2004 I was part of a team that kayaked from Scotland to Ireland to raise awareness and money for the charity.

I am now a trustee and vice chairman of the Forces Children's Trust.

www.forceschildrenstrust.org

Outside of work

I live in Prestwick with wife Carol and her wee boy James. Carol is a Police Dog handler, and we share the back room with a Belgian Shepherd called Echo, and Spaniels Sam and Charlie.

When not working I seek "part time" adventures - mainly kayaking on sea and rivers. In 2005 I kayaked with 4 friends from Scotland to Ireland to raise money for the Forces Childrens Trust. I have competed in the Western Isles Challenge, Edinburgh Rat Race, Highland Cross, Mighty Deerstalker, Original Mountain Marathon and a few other adventure races.

I am currently training for the Scotland Coast to Coast race.

In 2008 my footage of the 2008 OMM was used by the BBC when the event was badly affected by a storm. You can watch that video and others of kayaking on YouTube [here](#).