

Brian Sterling-Vete

TV Broadcaster, Author, Strategic Media Management Consultant, Current Guinness World Record Holder

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Summary

TV Broadcaster, Author, Strategic Media Management Consultant, Current Guinness World Record Holder, I'm a broadcaster, a producer of TV news (formerly working with the BBC), author of 'Brian Sterling Vete's Mental Martial Arts' and also my latest book; "Tuxedo Warriors," and I'm a current Guinness World Record Holder.

Current activities; in no particular order:

1) I coach and advise executive leadership how to handle a hostile media in the event of a crisis situation occurring which could adversely affect both their organisation, and their position within it. I use my experience gained in 15 years spent with BBC TV news combined with the unique strategies and tactics outlined in my book, Mental Martial Arts, to strategically advise executive leadership how and when to engage with the media in the event of a crisis situation. I'm now preselecting new talent in this sector, probably with strong TV news and media coaching backgrounds, to become new coaches.

2) I broadcast specialist education TV news reports from the USA to the UK and Europe. My company in England, MajorVision International, is also the U.K. based distribution agent for JDL.

3) My company, MajorVision International, has a division which advises the planning/deployment of new TV news studio and video installations. We also provide the requisite training/coaching to help clients make the best use of their human resources together with maximising their new collateral installation/investment.

4) My company, MajorVision International, has a division which advises how to plan and deploy new TV news, studio and video installations. MajorVision International also provides the requisite training/coaching to help clients make the best use of their human resources together with maximising their new collateral installation/investment. My company team recently decided to begin actively seeking talented new people who are able to work with us in the US/UK/Europe in this sector in the near future.

Experience

Experience C.V. Overview at MajorVision International, Record Breakers (non Profit) and Mental Martial Arts

June 1988 - Present (26 years 6 months)

BSV C.V. Overview:

- Current Guinness World Record Holder. I also previously held 4 world other records and I have

successfully produced 13 World Records/events.

- Strategic planner, and executive media and communications coach based on my system of Mental Martial Arts.
- Veteran of BBC TV News.
- TV news producer, broadcaster, live event host / presenter / emcee.
- Experienced in specialist education TV News broadcast from the United States to the UK, Europe / the World.
- BBC pre-approved contractor status was granted to my company, MajorVision International and to me as an individual in 1995.
- MajorVision is a producer of TV documentaries, TV news, corporate video and other digital media for broadcast.
- I was a member of the BBC team winning 4 Royal Television Society Awards.
- Veteran of 3 theatres of war/civil conflict.
- Producer and event host of the Guinness World record Event to launch the Eli Lilly product, Cymbalta, in Europe – 2005; location: Cadiz, Spain.
- International business background.
- Experienced in international Cellular Telecom.
- President of non-profit International Fund Raiser for Multiple Charities - Record Breakers.
- I have an all-round sporting background as a strength athlete, a life-long martial artist since age 12, as an international level martial arts coach and international referee.

BSV general overview as per Wikipedia entry:

“English author, Guinness World Record Holder, motivational speaker, Award-Winning Film-Maker, TV presenter, stage, film and television actor, stunt performer, martial arts expert, and entrepreneur.

Also noted as: Adventurer - Arctic 2003 research dive team leader under ice flows and icebergs, vintage ship

salvage 2003 'The Glaciere' from Liverpool Bay, South Africa 1998 campaign against poaching, and as a property developer and investor."

President at MajorVision International

June 1988 - Present (26 years 6 months)

MajorVision International is a producer of television news and documentary films.

The company has supplied TV news and news crews to the BBC and other global broadcasters, and became part of the BBC team winning Royal Television Society Awards.

MajorVision International delivers specialist and other TV News reports from the United States, out to the U.K. and the rest of Europe from a hub in Minneapolis, MN.

MajorVision has produced over 58 special documentary and special interest films, including the merited Porsche Cars 50th Anniversary documentary, a major new TV documentary about the hitherto unknown origins of the United States: 'Robert Browne, The Rebel Who Inspired a Nation,' and the award-winning Giants of Steam.

President at Bonjour Networks Ltd

2011 - 2014 (3 years)

As part of my business portfolio of interests, I'm one of three senior partners in Bonjour Networks Ltd.

The core business is; MNO/MVNO/MVNA - JV's, Projects and consultancy, Partnering with Cellular Networks to re-allocate unused redundancy bandwidth, the associated re-tasking and number allocations, TV & Media Telecoms Services in mature and emerging markets.

Director/Producer/Camera/DoP at BBC TV

1990 - 2006 (16 years)

Whilst working with the BBC I was blessed to be part of a team who won 4 Royal Television Society Awards for excellence in television production and the provision of news services.

Working with the BBC taught me to produce television to only one standard, the very highest standard possible, nothing less.

Marketing Director Europe, Middle East & Africa at CellStar

April 1995 - August 1997 (2 years 5 months)

During this period I took time out of working with the BBC to work at CellStar with my very close friend and colleague, Simon Earle.

During the CellStar years we made a huge impact on the emerging cellular telecom industry, especially in sub-Saharan Africa.

Fast-forward many years and Simon and I are still close friends and business partners working in international telecommunications ventures with Bonjour Networks Ltd.

The job title at CellStar says it all; I was in charge of the PR and marketing. We sponsored the Tyrrell Formula One Grand prix motor racing team, as well as supporting other golf and major sporting events.

I was also in charge of security because of my extensive background in that area.

The 1980's - Shoulder pads, big hair and spandex - what were we thinking? at several organisations

1980 - 1989 (9 years)

The 80's were wonderful in many ways despite some of the alarming fashions, the over-use of spandex and appallingly 'big' hair styles.

I owned and operated several fitness studios; and eventually 2 small chains

I used my sports science background to consult to Healthilife, a UK brand of fitness-nutrition products. They launched the 'SuperBodypower' range of products to enter the bodybuilding and sports market. I was part of the senior team operating and producing the Mr and Miss Universe shows.

During the 80's I set 4 World Records in the Martial Arts and as a fire stunt performer, with one record set live on TV.

I taught the Martial Arts professionally and I produced and promoted Martial Arts competitions. These would now be called Mixed Martial Arts or perhaps 'Cage Fighting' because of the nature of what we did. My fellow instructors and I were well ahead of the curve here.

I worked extensively and travelled all over the World as a film and TV stuntman working on all kinds of films with big/low/no budget, it didn't matter, I just loved the industry. I worked with some big-name stars and I also performed some crazy stunts in the process.

I coached individuals and professional athletes, including my good friend and the 4 time World's Strongest Man, Jon Pall Sigmarsson, on location in Iceland for 3 of his 4 title defences and in the Martial Arts.

I started the decade as a school teacher specialising in sport with military history a secondary subject. I first taught at Brookway High School in Manchester, and then at Fitton Hill High School in Oldham; until I decided that I didn't really like kids en masse!

The 1970's – Even more alarming fashion than the 80's – platform shoes and flares! at several organisations

1976 - 1980 (4 years)

Since these sections are quite far down on the LinkedIn page does anyone really expect to find anything here of any use except for anecdotal interest? There's almost certainly no useful CV information. After all, this is

a long time ago and who really cares about what anybody did way back when...? So read on at your peril!

During this period it was a very mixed-bag and I worked at many different jobs including being a demolition crew leader for 'T. Woods & Son Demolition Corporation,' although not both at the same time!

I worked at Abbey Life part-time, helping me work my way through university. Apparently I have the gift of being able to 'sell without selling' so I was successful at this, and at other sales jobs. However, despite the fact that we're all sales people to some degree no matter what profession we're in; the world of full-time 'classical' sales was not for me in the long term. Non-the-less, it was excellent training and experience with a good company.

While I was studying at university in the evenings I worked as a 'Tuxedo Warrior' – AKA a night club bouncer. This job taught me to be a diplomat because as the Shaolin masters teach us 'it's easier to win a war by not having one.'

Incidentally one of my new books is called 'The Tuxedo Warriors' which isn't about life as a bouncer; rather about life, adventures and pioneer movie making in the late 70's through the 80's and into the 90's. This followed on from my close friend, the late & great, Cliff Twemlow and his original book 'Tuxedo Warrior.'

I started my working life in Kendals department store (Manchester) selling books and dating as many women as I could who worked in the cosmetics department of the store! Where have all those care-free halcyon days gone? :)

Honors and Awards

Royal Television Society Award

Certifications

Master Scuba Diver Trainer (MSDT)

PADI License 625328 March 2003

Emergency First Response Instructor

EFR / PADI License 625328 March 2003

Martial Arts Pak Mei Southern Shaolin Kung Fu Instructor

British Kung Fu Council August 1977

World Karate and Kickboxing Council 8th Dan Black Belt

World Karate and Kickboxing Council September 2011

Bushido Martial Arts 5th Dan Black Belt

Bushido Martial Arts Association December 2009

Martial Arts Senior Instructor Jeet Kune Do / Hsiu Lung Tao

Hsiu Lung Tao May 1998

Martial Arts Lifetime Achievement Award

World Karate and Kickboxing Council November 2011

Bushido Martial Arts Roll of Honour

Bushido Martial Arts Association December 2011

Martial Arts World Coach

World Karate and Kickboxing Council October 2010

Martial Arts World Referee

World Karate and Kickboxing Council October 2010

Martial Arts Senior Coach (England Division) World Championships 2012

World Karate and Kickboxing Council October 2012

Martial Arts International Referee Grade A

World Karate and Kickboxing Council February 2013

Martial Arts Grade A National Coach

World Karate & Kick Boxing Association January 2002

Martial Arts International Referee Grade A

World Karate and kick Boxing Association May 2004

Martial Arts Freestyle Karate Instructor

Busihido Martial Arts June 2000

Martial Arts Freestyle Karate Instructor

British Karate Association April 2005

Skills & Expertise

Strategic Planning

Business Strategy

New Business Development

Change Management

Management Consulting

Marketing Strategy

Entrepreneurship

Start-ups

Coaching

Team Building

Public Speaking

Social Media

Business Development

Sales Management
Marketing
Team Leadership
Business Planning
Negotiation
Leadership Development
Digital Media
Television
Broadcast
Video
Film
Management
Sales
Project Planning
Martial Arts
Product Development
Team Management
Broadcast Television
Account Management
Marketing Communications
Product Management
Producing
Leadership
Program Management
Contract Negotiation
Retail
Project Management
Strategy
Social Media Marketing
Commercials
Documentaries
Event Management
Public Relations
Budgets
Advertising
Customer Service
Media Relations

Education

Burnage High School

Manchester Metropolitan University

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[Contact Brian on LinkedIn](#)