

Marcus Dimleby

Managing Director at EFFECTIVE DIRECTION



Marcus Dimleby is a catalyst for change and a strategic thought leader, whose career spans over three decades of profound experience in adaptive leadership and enterprise transformation. As the Founder and CEO of Effective Direction, and co-author of "Big Things Fast," Marcus is an avid critical thinker, and a genuine people person. He brings a very unique perspective on leadership, team performance, and change management, honed through a diverse and distinguished career.

From the tactical precision of the Royal Air Force, an instructor with the U.S. Marine Corps, to the innovative delivery of Effective Direction and many corporate and government organisations, Marcus's journey is marked by a commitment to continuous improvement and adaptive leadership. His expertise in transformational change, instructional techniques, critical thinking, and risk management has shaped his approach to tackling modern-day leadership and business challenges. Marcus has established himself as a transformative force, guiding businesses to succeed through effective training, coaching, and support. A highly engaging instructor and facilitator with a focus on enabling self-sustainability and enhancing business outcomes has made Marcus a trusted advisor across various sectors.

Marcus moved from the UK to Cyprus in 2022, and now lives in Limassol with his family. He is an avid sailor, enjoying all that Cyprus life has to offer, and also offers the opportunity of going to sea with his "All at Sea" leadership and team training programmes.



