

## Elliot Villemonteix



**Please give details of all diving industry related interests, whether remunerated or not, and any other potential conflicts of interest**

N/A

**What do you think are the key challenges facing BSAC, and what should we be doing to address them?**

BSAC is a fantastic organisation which provides a network and community to discover subaquatic sports, while protecting marine life.

As any organisation, BSAC faces challenges that need to be addressed.

BSAC should develop its social values, through gender and ethnic diversity, and inclusion of younger populations. The strength of a company lies in its youth. Welcoming new generations is essential.

The Club will build a long-lasting culture by attracting new members at an early age.

The purpose could be to bring future members in the UK and abroad, addressing young generations in schools, associations, integrating Scuba-diving in Education programmes.

BSAC needs also to develop profitability, to sustain the clubs and develop the brand. In a constantly evolving environment, it is necessary to bring value and competitiveness.

Reshaping the business model and building a financial strategy, are important steps. Adapting new approaches on subscriptions, training contents and other products generated by the Club could be a contributing factor to financial health. The club needs to generate incomes, to forecast future investments and develop infrastructures for its members.

Additionally, BSAC will need to evolve with the technological trends to ensure its prosperity. It is essential to be visible, by communicating on social media and sharing with the community. Developing online tools to share training contents is another key aspect. It must be simple and accessible to everyone. The digital transformation should play an essential role for BSAC.

### **Please describe how you would contribute to any / all of these areas**

I worked in France in Business Development for a few years; my role was to develop new customer relationship and grow our Engineering activity. Further to this period, I was transferred to London in 2014 and took over a Consultancy business. The main objective was to develop the UK branch. Throughout my career, I had the chance to lead multiple Business development organisations, managing finances, coordinating commercial teams, implementing recruitment and career management processes. This entrepreneur role is quite wide and allows an important level of autonomy. For the past ten years, I have evolved in a high-pressure environment, developing hard-working, organisational and self-discipline skills.

I would be thrilled to put my skills at the service of BSAC and support the following areas: Brand Development and Marketing, PR, Media, Comms and reputation, Sources of funding, International Business Development and Partnering. With my experience, helping BSAC could consist in attracting long-term sponsors, supporting international expansion, and implementing new processes and ways of working.

### **Personal statement**

I grew up in south of France and moved to the UK a few years ago. I am passionate about scuba diving, martial arts, and food, especially cooked by my wife! My wife and I fell in love with Scuba Diving a few years ago and decided to pursue our trainings. We passed French certifications, CMAS Level 1, and became Rescue Diver with PADI, Sport Diver equivalent.

I joined BSAC a few months ago, going to the pool at the London Bermondsey club. The “community effect” was immediately striking. I had the feeling to be welcomed in a family, sharing the same interests and passions. I realised the values and potential of BSAC and wish to contribute to its development.

This fantastic network allows people to discover the beauty of sub-aquatic sports, improve their knowledge and make friends! I am a father of two children, 1 and 4 years old, and I hope to have the opportunity one day to make them discover Scuba Diving with BSAC.