

# Ben Tristem

## Curriculum Vitae

Ben is a thirty-something British born entrepreneur with a love of life. Ben is accomplished in many areas, and his area of deepest knowledge is in business systemisation particularly through intelligent IT.

Ben spreads his message as a consultant, trainer and information product author. As a family-centred entrepreneur he is a father to a beautiful young daughter, and husband to an amazing wife, Lizzie.

Ben and his family are currently based in the UK, and travel the world extensively for work and play.

Height 172cm (5'8"):: Weight 70kg (11 stones)

### Education

Specialising in Mathematics, Physics and Chemistry before University Ben spent a gap-year as a technician for Mott MacDonald Engineering – a large multi-national engineering firm.

Ben studied Information Systems Engineering, a combination of Computer Science, Mathematics and Electronic Engineering, at the prestigious Imperial College London graduating in 1998 with an honours degree. In his first year Ben was part of an award-winning three-man project team, was voted student representative overseeing 800 students, and was an active member of the Royal Air Force Volunteer Reserves as a pilot.

Since university Ben has been committed to life-long learning and has gone on to gain many professional and vocational qualifications including becoming a pilot of helicopters and light aircraft, with theory to airline pilot standard. Ben is an advanced driver of both cars and motorcycles, a qualified stunt-man, a rock-climbing instructor, a diver and a gymnast to name a few. Ben studied physics with the Open University, averaging over 97% on his assignments.

Ben was a member of the prestigious Anthony Robbins' Platinum partnership, taking him around the world studying business and self-development. More recently Ben has taken T Harv Ecker's Quantum Leap program, and is hoping to be a coach and trainer for this outstanding international training organisation.

Ben is a Google certified AdWords professional, and is studying for further such professional qualifications.



## Business Experience

From University in 1998 until 2001 Ben was a financial derivatives trader as part of a small team. His success led him to be invited to the USA as a speaker by Omega Research.

In 2002 he started an eBay-based online business called VanGear, selling products for motorhomes in the UK. The systems that he setup turned-out to be so efficient that he was commissioned to work with a large UK cellphone provider, The Carphone Warehouse, to list their phones on eBay – a UK first.

In 2005 Ben started a “Web Presence Management” firm, BitWeavers. This company provided full-suite web design and marketing services for UK companies. Ben sold-out of this company to a fellow director in 2007.

In 2008 Ben started EmbraceIT, a local in-house home computer support company. Within months of starting alone Ben was employing 7 people in a 1000 sq. ft. premises in the UK, and serving thousands of home computer users a year. Since 2011 the home arm of EmbraceIT has been a licence business that runs completely without him, and Ben is currently seeking to internationalise the successful model.

In 2011 Ben launched EmbraceIT Consulting, focused on providing “Virtual IT Director” services to businesses typically with between 10 and 50 employees. As an architect of information systems Ben works with business owners, helping them chose and customise a software ecosystem to meet their needs, creating bespoke “middleware” to fill any gaps.

Ben spreads his message as a public speaker, consultant, and most recently as an author of information on the Internet. Ben believes that adopting the “systems mindset” can give small business owners the satisfaction and freedom they were hoping for when they first went into business.

## Other Interests

Ben’s love of aviation also saw him flying powered paragliders, exhibiting at public events. Ben was a fireman in the UK for two years, and was once a European Space Agency Astronaut candidate. This highlights his multi-talented nature, possessing the unique ability to combine Hand, Head and Heart talents as a rounded and adaptable individual.

Ben was a keen gymnast, and still retains the amusing trick of walking down flights of stairs on his hands – a testament to his care and mastery of his physical body.

Ben loves to travel, and to explore the limits of human capability and freedom.