

*In 2001, after years as a 'road warrior' travelling around Asia as Regional President for a large US based multi-national consumer products company, James suffered from a one of your more classic burnouts and was forced to re-evaluate the direction and purpose of his life.*

*Following this reflection, he came to the life-changing decision to re-focus on his health, his family and his community. He resigned from his high powered position, and spent a year getting himself physically fit and mentally healthy again. From there he began to build a highly successful business of his own (Vitality Brands - a good-for-you, consumer products company that promotes the benefits of a healthy lifestyle). With his daughter, Hayley, James also began to build the Bakari organisation, a not-for-profit micro loans organisation for orphan entrepreneurs in Kenya, which was where James was born.*

*James shared with our group the story of this journey and how it had given him the opportunity to leave a more meaningful legacy than just being a 'successful' businessman.*

*In 2020, James retired from the day to day running of the Vitality organization and, whilst still helping to guide the company's strategic direction, continues to spend much of his time mentoring young people (in both Kenya and Australia) who are making their own way through life, as well as helping local Sorrento community organisations deliver better outcomes that benefit their particular stakeholders and beneficiaries, by forming the Spirit of Sorrento Community Network.*