



Alumnus Kit Wisdom
Subject Geography
Graduated 2004
Place of Work Enterprise Rent-A-Car
Position UK Implementation Manager



Enterprise Rent-A-Car has over one million vehicles across 7,600 locations worldwide with an annual turnover of over \$12 billion. It is the largest car rental company in North America and arguably, the world.

Kit joined Enterprise Rent-A-Car in 2004 into the graduate recruitment scheme and has since been promoted six times and is now the UK Implementation Manager.

Great minds *go on to* great places

Did you consider other universities before Royal Holloway?

I considered a number of different universities focusing on the best academic and research departments available for my subject and the universities with the greatest social appeal. A big consideration was staying close to London but ultimately the university that gave me the best academic grounding would be my first choice – and Royal Holloway was it!

What attracted you to your course?

I have always had an interest in the changing world around me, including both physical environmental changes and the behaviours of society as a whole. The College's Geography department gave me access to tutors who were well read and published in a wide range of sub-topics. The department is well known for both theoretical and practical study which is essential to the subject.

Was your priority the university or the subject of study?

The department at Royal Holloway offered me everything from an academic point of view but with the added attraction of a very social environment. That is something that I felt wasn't

offered at other universities as much and it taught me the important balance between academic life and social life. This is an essential business and life skill which sticks with me even today.

What was your Royal Holloway experience like?

Royal Holloway is within very easy reach of London but far enough to not be devoured by it. If you want a night out in town, you're a short train ride away. Alternatively there are lots of local options be it the Union club and bars or local towns such as Windsor, Woking, Guildford and Kingston. As the campus is all in one place, you can easily get from dorms or your house share to lectures and the campus facilities. I really wanted to go to a university where I didn't have to travel all over the place to get to lectures and tutorials and Royal Holloway was the perfect solution.

The feel of the campus environment is electric at times and you get such a brilliant sense of community across all of the departments. One of my fondest memories was being a part of our annual Geography society dinner in the Founder's Picture Gallery: quite possibly the best evening whilst at Royal Holloway.

Were you involved in any sports or societies?

I used to compete at a National Level in Olympic Weightlifting whilst at school and college, and Royal Holloway provided me with the facilities to continue my training. For my three years at Royal Holloway, I was a member of the STARS scheme which went a long way toward ensuring I could continue with my training and competition schedule. I was also involved with the Geography Society and finished my last year as joint-treasurer helping the society to plan our popular social events.

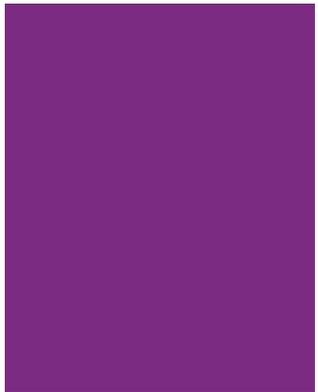
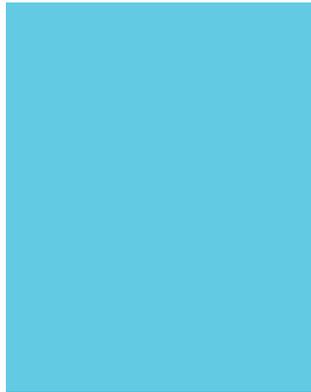
What is the most important thing that Royal Holloway taught you?

Apart from my degree, learning how to find the right balance between study and fun has aided me no end in my career. By finding a degree with great lectures, diverse courses and self study balance, you can quite easily fall into a good habit of study and fun. Royal Holloway gave me the launching board for a broad view on business, setting me up for a clever and strong business ethic. I really couldn't have asked for a better University. I'd just like the time to go back and do it all again!



people *with* passion

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What has been your career path since graduating?

I joined Enterprise Rent-A-Car's Graduate Management Trainee scheme in 2004.

Enterprise gave me the opportunity to learn about business from the ground up through a programme that I could progress along at my own speed. Every aspect of running a business is covered from customer service and marketing to managing your specific profit and loss statement.

After 12 months with the company I received my first promotion. Within 18 Months and two further promotions, I was responsible for my own rental location with eight members of staff and over £3 million of assets and revenue.

After a further 18 months as a Branch Manager I moved into Corporate Account Management within the SE of England and was promoted to Strategic Account Manager of Public Sector at the end of 2007. Dealing with significant customers in both the private and public sectors has given me the ability to sell and negotiate at senior levels.



What do you do now in your current role?

In 2009, I was promoted to my current position of UK and Ireland Implementation Manager. I take the lead on a number of projects both internally and externally with significant customers such as the Department of Work and Pensions, RBS, Renault UK and Balfour Beatty. Most recently, I was part of the team to launch a new car club scheme in the UK – 'WeCar'. It's my role to ensure Enterprise interacts with its customers in the most effective way. I also work on projects that help the business grow within certain market places.

In the same year, I also took over the role of Chairman of our UK Environmental Committee working to develop our UK Environmental credentials and co-ordinating regional activities.

Have you been back to the College since graduating?

Yes, a group of us returned for a final get-together and send off to Royal Holloway. This was about 18 months after graduating and already the Union clubs and bars had dramatically changed. It was great to once again experience the old Royal Holloway night out! For 2011 we are planning a big Geography alumni get-together and recently I have been the business advisor to the Royal Holloway SIFE group, which is an organisation that helps University students to develop business skills whilst helping people in their communities.

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