



SAINTY HIRD
& PARTNERS

RUPERT JONES

LEADERSHIP COACH



Rupert brings over 30 years of leadership experience in UK Defence, having led and empowered teams—large and small—in some of the most demanding and complex environments. A former British Army Major General, he served as Deputy Commander of the US-led coalition that defeated ISIS in Iraq and Syria. His other senior roles included commanding 5,500 British troops in Afghanistan, acting as the Army's Director of Communications and serving on its Executive Board, and finally leading the UK's rapid reaction headquarters, held at permanent readiness for global crisis response, until he left the Army in 2022.

Now an established leadership advisor and coach, Rupert works across sectors to support individuals and teams, with a particular focus on helping executives build the leadership tools needed to thrive in today's volatile environment. He has a strong interest in guiding leaders through career inflection points, drawing on his own hard-won insights to offer grounded, practical support.

In addition to his coaching work, Rupert advises start-ups—particularly international tech companies—as they scale and expand into the UK market. He also works with boards and senior teams to align performance with purpose, helping organisations realise their potential through cohesive leadership and shared direction.

Rupert has a BA in History from Reading; an MA from Cranfield; a Level 8 Chartered Management Institute Diploma in Strategic Direction and Leadership; and is a graduate of UK Defence Academy's flagship Higher Command & Staff Course. He is qualified with a Practitioner Diploma in Executive Coaching.

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