



Dr. David Perl (AKA CrisisGuy)

Dr. David Perl (AKA CrisisGuy) is one of the UK's leading specialists in Crisis Management and workplace health. In his 28 years of experience, he has counselled companies in managing operational and media crises, workplace stress and health management.

David qualified as a medical practitioner from St. Thomas' Hospital, London in 1984. He gained experience as a hospital doctor, including time in psychiatry and then as a GP. He then moved into Medical Assistance where for 10 years he was involved in over 1,000 repatriations from more than 80 countries.

During this time he gained extensive firsthand experience of crises including coach crashes, fires, floods and fatal accidents. Recognising that many companies were ill equipped to handle these events he set up docleaf in 1998 to provide organisations with the resource and expertise to handle, prepare and manage crisis situations.

Since that time, docleaf has grown to provide a range of human focussed crisis and risk management services, including crisis, absence and stress management, people development and workplace wellness.

David, a recognised expert in his field and a member of the Business Continuity Institute, lectures globally and frequently comments on industry issues. Check out his company's website at www.docleaf.com

