



## The UK military's chief survival instructor

John Hudson is without question one of the leading figures in the world of survival, renowned for his expertise in how to navigate and overcome some of the world's harshest environments, including the Arctic, desert, rainforest and open water. With a foundation as a former RAF helicopter pilot and now serving as the Chief SERE (Survival, Evasion, Resistance & Extraction) Instructor for the UK military, John is at the heart of survival education.

John's broadcast credits include being a key cast member of two series of Discovery US's *Dude, You're Screwed* (*Survive That* in the UK) and alongside Ed Stafford in *First Man Out*, putting his own resilience to the test in the Himalayas. He was also the host presenter of the seven-part *Silver Spitfire* podcast series sponsored by IWC Schaffhausen.

As well as penning the survival manual utilised by the Armed Forces, John is also the author of *How To Survive: Lessons For Everyday Life From The Extreme World*, which earned critical acclaim and became an Amazon bestseller, as well as resulting in translation editions in Bulgaria, Romania and China. An updated version, featuring a pertinent chapter on navigating the challenges of Covid-19, swiftly followed. He further expanded his reach by tailoring his survival insights for the US audience with *How To Survive: Self-Reliance In Extreme Circumstances*, published by Countryman Press.

John is a popular public speaker, appearing at events such as Bear Grylls Gone Wild festival, BBC Countryfile Live, Sunday Papers Live and the Lloyds Pharmacy annual conference. John has also worked with disaster response charity Shelterbox, and trained many civilians, from fighter pilots and paratroopers, investment bankers and A-listers, on how to handle life-threatening situations. He also regularly advises the TV industry as a consultant on survival-related programmes and development projects.

John has collaborated with brands such as Filson and Savile Row Tailors Anderson & Sheppard, with whom he designed and created The Hudson Sweater to champion wool's natural performance in extreme conditions, whilst supporting the Campaign for Wool initiative of His Majesty King Charles III. In recent months, John has also proven popular with gaming enthusiasts, following invitations by leading games producers Frontier Developments and entertainment platform IGN to review forthcoming survival video games. His review of ocean survival scenes in the movies has been watched over 4 million times on Insider's YouTube channel.







## Publishing

- HOW TO SURVIVE
- HOW TO SURVIVE

Macmillan, Author (2019)  
Audiobook, Dreamscape (2021)

## Broadcast

- DUDE YOU'RE SCREWED
- FIRST MAN OUT
- SILVER SPITFIRE PODCAST SERIES
- EONE/DAISYBECK
- CANDOUR TV
- RDF
- ITV

Discovery US (2016-2018)  
Discovery (2019)  
IWC (2019)  
TV Consultancy (2020)  
TV Consultancy (2021)  
TV Consultancy (2022)  
TV Consultancy (2023)

## Brand Campaigns

- ANDERSON & SHEPPARD
- IGN
- FRONTIER

The Hudson Sweater in collaboration with  
Campaign For Wool  
The Forest and Metal Gear Solid 3  
game reviews  
Stranded: Alien Dawn launch campaign

## Public Speaking

- CITADEL FESTIVAL
- CULTUREBITE FESTIVAL
- RED BULL
- WILDERNESS FESTIVAL
- LLOYDS PHARMACY
- CAMPAIGN FOR WOOL
- FILSON
- EXETER UNIVERSITY
- BRADFORD LITERATURE FESTIVAL
- MISSION PR
- BBC COUNTRYFILE LIVE
- CHELTENHAM WELLBEING FESTIVAL
- DESTINATIONS
- ABU DHADI ISLAMIC BANK
- LAND AID
- OXFORD MEASURED
- GREAT ESTATE FESTIVAL
- GONE WILD
- ARMCHAIR ADVENTURE FESTIVAL
- CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS
- WESTBURY LITERARY FESTIVAL



Discovery



macmillan



IWC  
SCHAFFHAUSEN



ANDERSON & SHEPPARD



THE CAMPAIGN FOR WOOL

Patron: The former Prince of Wales



ShelterBox

Disaster relief