



Professional Information

International leadership development and engagement strategist and coach

Profile and coaching experience

Sonia has been working as an executive and leadership coach, consultant and trainer since 2000. With a background in marketing and HR to director level, her career to date has enabled her to manage large scale projects across international boundaries.

Whilst working within marketing, she has been responsible for major rebranding and product development projects designed to reintroduce ailing brands and products into a more competitive market place.

Following her MBA at Ashridge, Sonia found that her interest and her talents really lay in the people side of the business, so she pursued a career in coaching and training.

Today, Sonia's interests lie in the development of leadership capabilities and behaviours particularly with a view to enabling leaders to create cultures of engagement within their businesses that will result in engaged customers. As an executive coach she works mainly at Board and Executive Director level. She gives her clients the confidence to lead and manage others more effectively. And through her passion for people development, her great intuition and ability to create trust and rapport with people at all levels, she's inspired individuals and teams to great achievements. With her experience at board level, she has a practical understanding of the issues facing leaders today.

Sonia's style has been described as 'challenging and focused' while also 'warm, empathetic and fun'. She has multi-cultural coaching and training experience and speaks French and Spanish. Sonia has coached and trained clients throughout Europe and the Americas focusing on managerial and leadership skills.

Sonia has extensive coaching and leadership development experience with directors in a wide range of high profile organisations including HSBC, National Australia Bank, BNPP, Lloyds, SEGRO, Microsoft, the NHS, Deloitte, Barclays, Grant Thornton, American Express and Atos, amongst others. In addition, she's also worked at Ashridge Business School on leadership development programmes including conducting research for their Future Leaders programme.

Over the last 3 years Sonia has spearheaded the European expansion of an employee and customer engagement programme for a global automotive manufacturer with a team of c.80 coaches across Europe, whilst supporting the expansion across other global markets.

Work Experience

International Field Mentor and Coach

May 2012 – present

AMCI

International Field Mentor responsibilities include:

- Working with Ford Motor Company to create an unrivalled consumer experience that will differentiate them in the marketplace.
- The Consumer Experience Movement is founded on the premise that to engage your customers & create an emotional connection that goes beyond reason, you first have to engage your own people.
- With over 80 European coaches & over 200 coaches around the world working with individual dealership personnel, this "movement" is turning into a landmark case for engagement, leadership development & consumer experience.
- Responsible for recruitment, hiring, on-boarding & training coaches from 20 countries across Europe.
- Designing, implementing & overseeing regional management & accountability structures for each European zone.
- Coordinating strategy, local adaptation & execution with national sales companies from each Euro-zone nation.
- Piloting & launching a parallel initiative inside Ford Motor Company to compliment & support the in-dealership program.

As a member of the global strategy team responsibilities include:

- Coordination of pilot and roll out phases in The America's, Asia, Africa and the Middle East
- Virtual & in person meeting with Field Mentors and coaches from around the globe.
- Attending strategy session for planning/development of content & materials for use in Europe & other global markets.
- Adapting materials, techniques, tools & results from one market to another.
- Developing coach competency in movement specific & general coaching techniques.

Key accomplishments

- Assisted in the development & roll out of engagement based management & feedback in key Middle Eastern Markets
- Successful execution of the Consumer Experience Movement in South European countries still struggling to recover from the GFC.
- Identification, recruitment & hiring of over 80 coaches in 20 countries in less than 18 months period.
- Oversaw the most highly dealer rated program in Europe.

CEO and owner

February 2000 - present

ValueU Ltd - Owner

Partnering with business leaders to create trust full organisations that differentiate themselves through their people and engage their customers for greater return. We do this by honouring you as the expert

in your business, leaving us to deliver the positive behavioural and attitudinal change that will support your brand and your bottom line. We bring our experience in marketing and commercial strategy, combined with our expertise in the "people" element of business to the table.

Marketing and HR Director (Interim)

January 1999 - February 2001

Metropolitan Restaurants

Worked with the owner to develop the structure and necessary leadership to a business in its next stage of growth and development as it demerged from an existing family business to be run by one of the family members. Responsible for all marketing and aspects of HR including bringing in terms and conditions of employment and contracts to a unionised organisation and getting all staff to agree to the new written down terms. Opened a number of restaurants and launched a new brand successfully combining the marketing aspects of the role with the development and recruitment of the new team.

Marketing Manager

October 1994 - December 1998

John Dickinson Stationery Ltd

Responsible for the personal stationery brands - Basildon Bond and Lion Brand. Revitalised the product range, widened distribution and the marketing support, partnering with organisations such as the Post Office and Disney to promote the brands.

Marketing Executive

December 1992 - October 1994

Iberia Airlines

Responsible for leisure travel on Iberia Airlines

Product Manager

November 1990 - November 1992

Moulinex Swan Holdings

Responsible for revitalising the product range and distribution of the Swan brand post the acquisition by Moulinex. Worked with factories across Europe and the Far East to create a whole new product range and partnered with Sales to widen distribution.

Commercial Management Trainee

September 1989 - November 1990

Marks and Spencer PLC

Qualifications

Professional

- 2009 Certified Trainer - International Teaching Seminars (ITS)
- 2006 Certified European NLP Coach - ITS
- 2006 Master NLP Practitioner - ITS
- 2004 Life Coach - Coaching Academy
- 1997 Diploma in Direct Marketing - Institute of Direct Marketing
- 1992 Marketing Diploma - Chartered Institute of Marketing

University / College

2006 Executive MBA - Ashridge Business School

1989 French and Spanish BA Hons (2:1) - Exeter University

Professional Membership

ICF

AC

CIM

CIPD

Languages

English – native

Spanish – native

French – full professional proficiency

Other qualifications

Myers Briggs

True Colours

Talent Dynamics

Strengthscope

Disc

Piav

Working towards MCC with ICF