



pure potential



Olwyn Merritt

Olwyn is an exceptional Senior Executive and Board-level Executive Coach, Mentor and Facilitator. With over twenty years experience in senior Sales and Marketing positions in the IT and Telecoms sector, Olwyn combines her commercial and line-management experience in senior operational roles with her personal experience of leading and managing talented people. Olwyn created, developed and led large, multi-skilled, teams to successfully implement major cultural and business management changes at BT, Energis, NTL and Kewill Systems. These ranged from start-up operations in the SME (small to medium enterprise) sector to setting up new divisions in large, established corporations. Olwyn's commercial experience involved winning multi-million pound global contracts, generating £180 million of returned revenue to BT and creating new sales divisions that produced over £15 million in their first year of operation in highly competitive markets.

Olwyn is a highly qualified Executive Coach and is one of the few holding the Professional Certified Coach designation by the International Coaching Federation. Her strength is in combining an empathetic perspective on people with a pragmatic and insightful approach to facing problems and resolving issues. She is passionate about liberating the true talent and capability of her clients. Olwyn's clients describe her as an Executive Coach with a difference, one that gets to heart of the business issues as well as developing the personal performance in individuals and teams. She has a determination to remove the blocks that prevent her clients excelling, and delights in achieving exceptional results.

Recent assignments include:

- Coaching more than a dozen senior executives (VP level) who have been promoted and are transitioning to run large cross cultural specialist teams (IT Sector)
- Coaching a managing director in strengthening his strategic plans for his business (Distribution Business)
- Supporting the planning and implementation of a talent management programme and embedding succession planning with a Management Board (Publishing)
- Coaching high potential executives around leadership and behavioural improvements in a major multinational (IT)
- Facilitating senior team development workshops within a world-renowned hotel (Hotel and Leisure)
- Turning around a senior team in a public sector organisation whose interaction was impacting their credibility and their ability to deliver. (Public Sector)
- Coaching senior executives of a NHS Primary Care Trust to strengthen their ability to lead. (Health)
- Working with finance managers to develop their emotional intelligence specifically in the areas of assertiveness and influence, and relationship management. (Services/Finance)

- Facilitating strategic off-sites meetings with the top teams of organisations involved in property. (Property services)
- Coaching the MD of a household name to be the change agent within his business. (Consumer Retail)
- Working with a Group Board to upgrade their top talent and high potentials, and attract new blood as a key differentiator in their market sector. (Aerospace)

Clients include:

Dell Computers, Microsoft, Motorola, Allianz Commercial, NHS (National Health Service), CPPIH (Public Sector Commission), The Department of Communities and Local Government, Emesem-Solenoid, The University of Surrey, Templar Publishing (award winning publishing house), Barclays Bank, deBaak (Netherlands), CIMA (Chartered Institute of Management Accountants), Everest and PMP. Her clients span Singapore, Texas, Seattle, Dublin, London, Paris, Amsterdam and Dubai.

Education, Training and Certification:

Olwyn is a highly qualified Executive Coach and holds the Professional Certified Coach designation from the International Coaching Federation. She studied with The Newfield Network, she is a Master Practitioner in Neuro-linguistic Programming (Richard Bandler/ANLP) and an Accredited Prometheus Facilitator of The Institute of Human Development's Leadership Programme. She is a longstanding member of A4SL (The Association for Strategic Leadership founded by Marshall Goldsmith), Coachsource and an associate coach of Wisdom 8. She is accredited in Myers - Briggs (MBTI), Hogan and DISC instruments. She holds two Masters degrees from Trinity College Dublin and was sponsored by BT through Cranfield's Senior Women's Management Programme.

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