



ANDREA STONE

ASSOCIATE

Andrea is a Professional Certified Coach (PCC), ICF and a Senior Practitioner Coach, EMCC. Before moving into coaching, in 2013, she had gained over 20 years of extensive experience as a marketing leader in multi-national tech-driven organizations, such as PCCW, Bharti and Cable & Wireless, across Europe and Asia. She is a multi-award-winning marketer and coach.

Her pro-bono work is in the practice of emotional intelligence, supporting school-age children from diverse backgrounds.

From an early age, Andrea wanted to live and work outside her native UK. She has been achieving this for over 30 years, working in countries such as France, Germany, Japan, and Hong Kong. She is currently based in India. She is married with two teenage sons. For fun, she enjoys hiking, working on her tennis, and watching classic movies.

TESTIMONIALS

"My promotion to VP at Amazon has come through. You have a big role in making this happen and I want to thank you for that."
VP, E-COMMERCE

"You connect the dots across inputs and have a good eye for detail. You catch subtle things and signals that are important. You make me introspect – though uncomfortable at times – but you don't direct me with an answer."
DIRECTOR, CUSTOMER SERVICE

"It has been an amazing journey of nurturing my strengths and improving my weaknesses almost on a daily basis. That's the difference Andrea has made to my work life. She keeps things so simple that I gaze at the aha moment. She helps me dream big and instils a strong belief, leading to a magical discovery of oneself."
VP, AUTO MANUFACTURING

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ▪ Senior Practitioner Coach, EMCC ▪ Marshall Goldsmith SCC Coach ▪ Certified Coach, Coach for Life ▪ MA, Cranfield School of Management ▪ BA, Modern Languages, University of Bath ▪ Diploma in Japanese, SOAS, University of London ▪ Institute of Directors, India ▪ ICF, Delhi Chapter ▪ EQ Network Leader

DIAGNOSTICS

Hogan ▪ Six Seconds EQ Practitioner ▪ Six Seconds Team Vital Signs ▪ EQi 2.0 ▪ GTCI Practitioner Coach (Team Coaching) ▪ Belbin Team Roles ▪ OPQ ▪ Extended DISC ▪ FIRO-B



COACHING EXPERIENCE

Andrea is a former global marketing executive with experience in leading award-winning teams across developed and emerging markets. She has a decade of experience as a coach, partnering with leaders in dynamic environments, including CXO's and senior leaders in global tech-driven organizations and multi-nationals, as well as coaching founders of fast-growing start-ups. Her expertise is in emotionally intelligent and sustainable leadership, focusing on nurturing high-performing teams across cultures.

COACHING STYLE AND APPROACH

Andrea's coaching is based on a sound insight into core strengths, values, and purpose. She leverages these in each session, beginning with a simple mindfulness practice. Clients describe her as challenging them with compassion. She combines empathy, honesty, and humour to create an enabling environment and remains true to her core values of freedom and wholeness in supporting clients to address roadblocks and create new paths of opportunity, all the while holding them accountable to themselves.

BUSINESS EXPERIENCE

Andrea is a creative, strategic, and culturally sensitive professional. She led diverse teams globally and launched new products and brands across Europe and Asia as a corporate marketer in multi-national tech organizations. She now blends this experience with her coaching know-how to enable growth in leaders and their teams.

AREAS OF EXPERTISE

Andrea works with leaders and leadership teams to support enhanced performance and value creation:

- Ready leaders and leadership teams for change and transitions
- Executive presence for senior leaders
- Enhancing EQ for authentic, purposeful, and influential leadership
- Leading change at the organizational level

PREVIOUS ENGAGEMENTS

- **CEO, Mining** - supported a newly appointed CEO to deliver their remit of building government relationships and forging a global role for their team. The leader learnt to navigate various stakeholder relationships, including among board members. During a period of high churn, he succeeded in inspiring greater morale in the organization.
- **CIO, Digital** - of a recently acquired, fast-growing global digital company, was working on influencing without authority with a team and stakeholders in different cultures. He worked on flexing his leadership style to collaborate with stakeholders, rather than direct them and modified his communication style to be more inclusive and curious.
- **VP, Global eCommerce Leader** - coached the high-integrity, high-performing leader to use his strengths and values to handle conflict more effectively. Rather than show anger, the leader chose to operate from a place of values. This coaching was integral to them being promoted to a very senior position in the organization.
- **Director, ePayments** - this high value-creating, widely respected leader avoided showcasing innovation and building rapport with the CXO level, holding back from speaking up and voicing perspectives. He devised techniques to ensure he voiced his opinions and created a leadership brand as a visionary and innovator, improving his people leadership skills.

LANGUAGES

English