

## Expert coach profile – Andrew Sherman

### Overview



Andrew has a strong track record for delivering results. He started his corporate career working in the UK advertising industry, including being a founding director of two highly successful start-up advertising businesses. He moved to Australia to become the local COO of a multinational media buying agency, a position he maintained for over a decade before becoming an executive coach. He is an ICF Professionally Certified Coach with a Master's in Business Leadership and Organisational Coaching and a Master's in Coaching Psychology from Sydney University. He has now relocated back to the UK.

His coaching is strongly influenced by his marketing services background. This experience has created a strong desire to help his clients maximise the value they get from the coaching process. He understands first-hand the pressure leaders are under to deliver results, whilst also having to think about how to navigate the future. To help his clients get results from coaching, he brings an evidence-based approach but also, importantly, through the practical experience he can bring to partner with leaders on real-time business and leadership challenges.

Andrew has gained extensive experience both during his corporate career and now as a professional coach in partnering with business and team leaders to help them challenge old paradigms and discover new possibilities. In leadership development, he supports new leaders to develop a more adaptive leadership approach to find new solutions to complex challenges, as he looks to accelerate their growth, facilitate deliberate action, and provide them with the tools for long-term success.

### Sectors / clients include:

- Experience coaching most major sectors, with extensive experience working with marketing, media, and technology companies.
- Professionals and teams working in media, marketing, digital, and data roles.
- Coaching executive-level, established and emerging leaders.

### Specialisms include:

- Executive coaching
- Leadership development
- Leadership transitions
- Team coaching

### Qualifications include:

- Professionally Certified Coach (International Coaching Federation)
- Master in the Science of Coaching Psychology (Sydney University)
- Master in Business Leadership and Organisational Coaching (Charles Sturt University)
- Advanced Certifications in Organisational Coaching (Institute of Executive Coaching and Leadership)
- Certification in Systemic Team Coaching (Association of Executive Coaching, London)
- Certified Strengths Coaching Practitioner
- Certified HBDI Practitioner