

Expert coach profile – Andrew Sherman

Overview



Andrew Sherman is an executive coach who blends evidence-based approaches with real-world leadership experience and a strong track record of coaching across different cultures and industries.

His corporate background includes 14 years as Chief Operating Officer and, previously, as Executive Strategy Director of the media divisions of a multinational marketing services company in the UK and Australia, where he gained experience in strategy, digital transformation, change management, and leading multi-market teams.

As an executive coach, Andrew has earned the trust of over 450 leaders across 50 companies worldwide, facilitating meaningful change. Surveys of more than 1,000 digital coaching sessions consistently rank client satisfaction at 4.9 out of 5. He has also been fortunate to coach several award-winning marketing services leaders recognised as Female Executive of the Year, People & Culture Leader of the Year, and Emerging Leader of the Year.

Throughout his career, Andrew observed firsthand how we can become trapped by the stories we tell ourselves that limit our thinking. Andrew helps leaders become aware of these narratives to foster sustainable change, enabling access to a broader range of thinking and behaviours. His coaching promotes an adaptive leadership approach—a more collaborative way to lead—that encourages leaders to develop more flexible thinking to navigate complexity and change.

His background in operational leadership roles has shaped a systemic approach to coaching, and he adopts a results-focused approach that balances increasing self-awareness with achieving professional goals. Alongside my coaching practice, Andrew is a faculty member for the triple-accredited Practitioner Diploma in Executive Coaching with the Academy of Executive Coaching. Outside of work, Andrew lives in Dulwich and enjoys fitness, travel, and has recently started learning Spanish.

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