

**Sue Fitzroy**  
**Consultant Partner**  
**UK**



With a background in strategy and culture as a senior executive in the corporate world, Sue has a unique combination of international operating experience with expertise in strategic organisational change and cultural alignment.

As a facilitator and executive coach, Sue specialises in supporting leaders, their leadership teams and their businesses through strategic change and in understanding the implications for leadership in these situations. She also works with leaders during their own personal strategic growth – leadership transition, personal purpose, leadership brand.

Sue is passionate about creating the space for leaders to explore their potential and maximise their performance. Her coaching style is based on partnership, there to listen, support and provide perspective. She has a reputation as a trusted advisor and as someone who is comfortable to purposefully challenge. She brings an energy and passion to her work allowing others to connect to their own personal passion and purpose, to what is important to them.

Her relationships are based on personal credibility, integrity and professional judgment ensuring that her work is grounded in the context of the client's world. Her recent corporate roles were with Senn Delaney (VP EMEA) and PepsiCo (latterly European Strategy Director) and recent clients include Barclays, ConvaTec, Credit Suisse, GSK, Novartis and Reckitt Benckiser.

Sue's cross-cultural experience and linguistic skills help her to understand global-local business requirements and build strong business relationships around the world. She speaks French (fluent), Italian and German and has worked across EMEA, Asia Pacific and the US.

She is an NLP coach and master practitioner (ICF standards and ethics) and completed the Non-Executive Director programme at Cranfield University in 2012.

Sue also works on a voluntary basis for two charities: Teach First, coaching trainee teachers to support them in their role as leaders in education and Windsor Leadership, facilitating groups of senior leaders from all sectors (government, business, military, religion, not-for, profit) to inspire them to transform themselves, their organisation and society for the better.

In her personal time, Sue enjoys being outdoors and is a keen tennis player, skier and gardener. She lives near Windsor though also spends time in the south of France, enjoying being by the sea and appreciating French culture.