



Alexandra Smith

Consultancy and Coaching experience

Alexandra is the founder of SWAN Consulting and has an extensive track record in Leadership Development and Coaching, Organisational Development and Change Management. Alexandra's approach is client centred and takes account of the complexity of a business environment. She focuses on the inter-dependent nature of business relationships and performance, and encourages individuals and executive teams to demonstrate the character of true leadership. Her approach is always pragmatic and stimulating and is underpinned by a belief that authenticity is the means for accessing and fostering untapped potential.

She has worked with a wide range of organisations and also undertakes not for profit work. Clients include: SONY Corporation; GlaxoSmithKline; BT Openreach; NHS; Bank of America; Barclays; Activision; Brandhouse; Albion and EMAP. Recent assignments include:

- Pan-European transformation for Global B2B organisation
- Facilitates Leadership Compass© programme with top talent and organisational groups
- Executive coach to individuals at CEO, COO, Director and Functional Head levels. Team coach in Financial Services, Telco, Pharmaceuticals and Electronics
- Design and delivery Europe, Asia and US of Senior Leadership Development programmes for global organisations
- Designed and executed the resourcing strategy for a US Bio-Pharmaceutical organisation establishing a green field site in Dublin
- Interim HR Director for Asia for a Global Investment Bank to design and implement the talent strategy for high potentials
- Designed and implemented top talent programme for a US Information Systems provider

Line management experience

Alexandra has over 20 years line management experience. Latterly as the HR Director of a Financial Services organisation, she led the HR and Service Quality strategies and managed the internal consultancy teams that facilitated major organisational and culture change programmes. Her early management career was in manufacturing.

Background

Alexandra is responsible for strategy and people at SWAN. She was a Leadership Consultant at Penna plc for 9 years and there she was instrumental in building the Assessment Practice. Latterly at Penna she was a core member of the Leadership and Coaching Practice. Alexandra has also worked as an Executive Consultant with KPMG in their Change Practice. Alexandra studied in Manchester and London and has a Masters degree in International HRM. She is a qualified psychomatrician and has an internationally recognised qualification in Transactional Analysis (TA). Alexandra is a member of the European Mentoring and Coaching Council.

