



Pascale Vénara

Consultancy and Coaching experience

Prior to establishing her coaching business, Pascale spent more than 12 years as a manager in International Companies (Bp, ExxonMobil) in marketing, sales, brand, communications and PR functions managing and working with multicultural teams (USA, Africa, Middle East and Europe).

Pascale now coaches managers and leaders to help them feel confident in their own contributions, work co-operatively towards shared goals in a cross-cultural environment. In addition to her individual coaching sessions, Pascale also conducts communication, management, leadership and personal development seminars that enable people to generate meaningful, long lasting results quickly & efficiently and take into account their deep desire and the importance of a balanced life. Pascale's approach is based on humanistic psychology focusing on the dignity and intrinsic value of the person.

Pascale has consulted with many organisations, including Avanade, DDB, Pricewaterhouse, Bp, ExxonMobil, Red Cross; PSA Group (Peugeot-Citroen), Groupama. Pascale also instructs Intercultural management and HR courses at Littoral University and at ISCID and IPAG Business schools in the Marketing and Management masters programs.

Line management experience

During the Bp-Mobil joint-venture, Pascale managed a team of 20 people in the customer service department. As part of the European team, her role was to encourage best practice sharing, set up the new missions and develop the new European CRM program. As Brand Manager for ExxonMobil Africa Middle East, Pascale provided a central structure to support the Business goals by developing an effective regional communications network of 8 remote people and exploit synergies with the Global Advertising group in Fairfax.

Background

Pascale works in association with SWAN and also during the last five years, in addition to working with leaders, Pascale has been working and writing papers & reports on related topics: "Pleasure & Pain of middle managers", " Grief cycle in coaching process", "Social systems in organizations against anxiety and depression", "Scapegoat in a marketing organization", "Individual and group psychological defensive strategy in social work".

Pascale has initially a master degree in International Commerce. She has developed her qualifications over the years with a master degree in Human Resources counselling & coaching and a master degree in Industrial psychology. Pascale also holds a certificate in psychotherapy.