

Martin Longdon

Board and Executive Coach



Overview:

Martin has a wealth of personal director-level experience, gained both in the UK and the USA, of leading, developing, motivating and coaching high performing teams and individuals to exceed their goals. He specialises in leadership coaching and facilitation with board level leaders and senior executives and their teams. He is passionate about aligning personal performance to business vision, strategy and operating plans; creating "vision with legs". Martin's coaching is tailored to the individual needs of his clients, though it can be characterised as supportive, challenging and pragmatic. He works with business leaders to support and enable them to unleash their full potential and transform their results. He believes all leaders benefit from understanding and creating their own authentic leadership brand, a resilient blend of authority, presence and impact, which builds personal confidence, trust, credibility and respect.

Representative Client Engagements:

- Coached the MD of a major UK Insurance company during a period of rapid change, acquisition and merger.
- Coached a Board level Director of a Fortune 500 company, supporting his transition into his new UK role from the U.S. parent company.
- Coached the MD, FD and Operations Director of a FTSE 250 company to develop the capabilities and skills to enthuse, enable and empower their people to deliver a step-change in company performance.
- Coached the CEO and several key executives in a FTSE 250 retail company to be able to develop and use a full range of emotionally proficient leadership styles. This enabled them to improve individual and team performance & enhance bottom line results, whilst leading the organization through a period of significant change.

Industry/Functional Experience:

Consumer, Technology and Media: L'Oreal, Associated British Foods, Walmart, JLP, Tesco, McDonalds, Sony, Microsoft, SEGA, Oracle, EE, Virgin Media, Vodafone, Warner Bros. Turner Broadcasting

Financial Services and Banking: Barclays, Coutts, RBS, Legal and General, Friends Life

Industrial, Pharmaceutical and Healthcare: Airbus, Bovis-Lendlease, Foster Wheeler, Sanofi-Aventis, Carefusion, Merck Serono, BUPA

Public Sector and Education: The Welsh Assembly, Home Office, MHRA, STSC, Multiple Regional Authorities, University of Gloucester, University of Birmingham

Professional/Corporate Experience:

- Stores & Logistics Director – WHSmith Travel Europe.
- Executive VP Operations – WHSmith USA Inc.
- MD – Farrington Records.
- Stores and Operations Director – Paperchase.

Certifications:

- Coaching Mastery Certification
- Team Coaching Certification
- Diploma in Coaching
- ExecUTap (Executive Team Consultant)
- Certified Solutions Focus Coach
- Certified NLP Practitioner
- Accredited in various psychometric assessments

Training and Education:

- BA (Hons) International Relations & History
- Diploma in Management Studies

Cultural/Multi-National Experience:

- Board level experience in USA and UK.
- Executive level experience in France and Spain.
- Coached individuals from a wide range of western and eastern European countries

Areas of Expertise:

- Executive Leadership
- Transformational Leadership
- Rapid Impact Coaching
- Emotional Intelligence
- High performance team coaching

Professional Affiliations:

- Accredited Coach – International Coach Federation
- International Executive Development Group