

Sue Jefferson

Executive Coach



With 30 years in FMCG businesses in UK Director and Global Leadership roles, Sue has a pedigree of transforming teams, businesses and brands, with Danone Group, Jeyes and the last 18 years with McCain Foods, before setting up her own business transformation and talent development company, Possibilities Realised.

A background in marketing & people insight, Sue specialises in identifying barriers holding back business growth, enabling people to create breakthroughs in their ways of working to continuously deliver new opportunities for themselves and their organisations.

Most recently Sue has created the C.A.R.B.O.N. Model for Sparkling Success © and works with organisations to develop their hidden talent of high potential women leaders to deliver transformational results & thrive in today's work environment, so the individuals and the companies benefit from broader talent and thinking, not risking the all too common GroupThink.

Through her books, interviews with the BBC, speaking engagements, corporate workshops and mentoring, she inspires and develops women in business and their organisations to excel in business and beyond.

Outside of work, Sue is a secondary school Governor sharing her skills to support school and student success in the challenging and changing demands of education, shares a love of food and wine with her husband, tries to keep her fridge sufficiently stocked to feed her 6'5" sons and enjoys the fresh air having accidentally found herself the owner of a racehorse!