

Martine GEORGE **ACC (Associate Certified Coach)**

AREAS OF EXPERTISE



Executive Coaching
Facilitation
Training
Change Management
Mentoring

COACHING EXPERIENCE

I am ICF Associate Certified Coach (ACC). In addition, I do Facilitation, Training and Mentoring.

I do both corporate and individual coaching with executives and middle managers. My activities concentrate around guiding, increasing performance, building a "coach attitude", supporting career transition, improving peoples' skills and motivation in their professional and personal life.

My clients and contacts describe me as a good listener, an enthusiastic and authentic person, who knows how to improve peoples' confidence in both their hard and soft skills. Results-oriented, I am rather challenging but at the same time empathic and respectful.

CORPORATE AND MANAGEMENT EXPERIENCE

I have had more than 24 years work experience in different companies and industries. My domain of expertise is around strategic marketing, strategic business analytics, R&D and innovation. I have occupied different functions as analyst, middle manager and as director in Banking (ING, BNP Paribas Fortis), Energy (Tractebel Energy Engineering), Telecommunication (Proximus), Logistics (BPost), and Financial Services (Swift) industries.

In 2010, I started studying more about personal and interpersonal relations as well as organizational development. In 2011, I started individual coaching and facilitation next to my Senior Manager position at BNP Paribas Fortis. My practical experience helps me to understand the challenges the coachees are facing.

I'm currently sharing my professional life between a role as Head of People Analytics program at BNP Paribas Fortis, Brussels where I drive a cultural transformation in Marketing towards performance management and evidence-based decision-making and a role as Executive Director of an academic chair in Strategic Business Analytics at ESSEC Business School, Paris. I combine both inspiring part-time activities with the practice of professional development through coaching and facilitation in Belgium and in France.

ACADEMIC QUALIFICATIONS

- Executive Education – Strategies for Leadership (IMD, Lausanne, CH) - 2010
- Master in Business Administration (Edinburgh Business School, UK) – 2008
- Executive Education - Marketing Metrics and Links to Financial Consequences (The Wharton School, PA, USA) – 2007
- PhD in Physics (Université Libre de Bruxelles, BE) - 1997
- Certification in upper secondary school teaching (Université Libre de Bruxelles, BE) – 1995
- Master in Physics (Université de Liège, BE) – 1990.

COACHING EDUCATION AND CERTIFICATIONS

- Certified by Barrett Values Center – Certified Cultural Transformation Tools Consultant – 2014
- Trained by Values OnLine on facilitation of values alignment - 2013
- Graduated by Fielding Graduate School - Hosting World Cafés - The Fundamentals – 2013
- Certified by l'Institut Français d'Appreciative Inquiry as Appreciative Inquiry Practitioner - 2013
- Certified by the International Coach Federation as Associate Certified Coach (ACC) - 2013
- Certified by Kahler Communication as Process Communication Certified Coach -2013
- Graduated by The Newfield Network - The Art & Practice of Ontological Coaching - 2012
- Certified by Leading & Coaching Academy as Coaching, ACC Level - 2010

RECENT COACHING & FACILITATION PROJECTS

- Coached a team of innovators in a bank to improve their interpersonal and collaboration skills
- Facilitated a team-building on Appreciating Collaboration in a Marketing Department (60 employees)
- Coached high potentials to develop their interpersonal & leadership skills, and to accompany them in their transitions to their next function
- Coached an executive in an School Dean to develop their leadership skills
- Coached a company owner to improve leadership skills
- Facilitated a World Café (80 attendees) on talent management & organizational development in Business Analytics at Predictive Analytics World Conference, London
- Facilitated 2 World Cafés (50 employees) on marketing and strategy themes

COACHING LANGUAGE

French and English

MEMBERSHIP

ICF Belgium member

CONTACT

Mobile: +32479409625

Email: martine.george67@gmail.com