

## **Profile**

- MSc Psychotherapy - UKCP Accredited and BACP Registered
- MBA – Majors Finance and Marketing
- Board Trustee UKCP
- Post Graduate Diploma in Digital Marketing
- Advisory Board Member, Kingston Business School, London
- STEM Ambassador providing mentoring support to schools and colleges
- Business background in Management Consulting and IT Services - transferable skills include: leadership, strategy, planning, marketing, communications, relationship management, coaching

## **Key Achievements**

- Feedback from therapy and coaching clients who have felt supported to make positive and constructive changes in their lives.
- Contributor to the design of the UKCP website and CRM system.
- Designed and implemented a new website and social media programme for a counselling services charity.
- Led and co-managed the design and project management for the inaugural BACP Coaching Division Conference.
- Developed a cost model and impact investment pack for a charity to support their growth strategy.
- Set up the Analyst Relations (AR) function for a Global Technology Services firm in Europe. Created a database of key influencers; developed and socialised AR strategy and plans; enlisted buy-in from key Executives for an Eminence speaker programme; designed and implemented briefing schedules to shape and drive analyst research agendas and commentary.
- Designed and managed the first IBM analyst briefing in Saudi Arabia (government permissions, visas, agenda design, arranging tours, briefings and local and organisational global level PR for the event).
- Led the analyst influencer coverage for 'START', an initiative sponsored by IBM and HRH the Prince of Wales to encourage sustainable business visibility. A 7-day event involving key industry and media leaders and speakers. Project managed influencer relations for stakeholders and guests.

- Developed a toolkit for a new IBM service line, Interactive Experience, as a 'turnkey' solution to drive media and influencer coverage (and generate revenue) in local countries. The toolkit comprised value propositions, offerings, client citations and examples – adapted to local cultures and markets. IBM Interactive Experience was ranked the world's largest digital agency network. (Advertising Age, 2015).
- In China, implemented a new software relationship management system for Huawei's Analyst Relations function, managing barriers to change, cultural, process and language challenges and moving from idea to training and implementation within two months (usually the process takes closer to 6 months for companies of this size).
- Led a major transformation programme impacting 14,000 employees in 26 countries to enabled 300 teams to elicit and implement innovation and ideas for improved customer satisfaction.
- Contributed to the 2018 edition of Joyce & Sills book – Skills in Gestalt Counselling & Psychotherapy. Provided answers to readers' wellbeing questions for a national psychological magazine.
- Change and Communications management for PwC 'Mobile First', a UK wide Programme to shift operations to a mobile only culture.

## **Employment / Experience**

### **CEO Anchor Counselling, London, 2017 – current**

Anchor is an SME charity providing counselling services. Accountable for income growth, profit, clinical excellence, people management (team of 36) and operations. Secured major contract renewal.

### **Psychotherapist in private practice, London W1, 2010 – current**

Providing therapy for clients from a diverse range of demographics.

### **Marketing, Change and Communications Specialist (freelance), 2016 – current**

Short-term projects helping organisations grow and implement change and transformation.

### **Workplace Mediation Consultant (freelance), 2014 – current**

Freelance services helping SMEs resolve senior management workplace conflicts.

### **Global Director of Analyst Relations, Huawei Technologies, January – June 2016**

Undertook functional audit and strategy development for establishing a globally integrated Analyst Relations programme. Project Managed implementation of a relationship management software system (Architect) including team training, oversaw arrangements for Global Analyst Summit. Role based 50% in China.

**Jacqueline McCouat - London**  
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**Change Manager, Data Intelligence, PwC, 2015**

Developed change and communications plans and events to support reorganisation and integration of several functions into one Data Intelligence Centre of Excellence.

**Analyst Relations, Leader Services & Client Value, IBM, 2006 – 2015**

Responsible for IBM's Global Services Influencer Relations Programme in Europe. Established and sustained strong relationships with key influencers to drive lead generation and sales. Developed and implemented M&C strategies. Ran events and briefings, developed messaging, toolkits and collateral for key forums including Mobile World Congress and Wimbledon Tennis Championships.

**Mentor & Coach, Jo Ouston & Co Ltd, London, 2007 to 2012**

Provided periodic freelance mentoring and coaching services to senior executives.

**Senior Managing Consultant, IBM Global Business Services, Europe, 2002 - 2006**

Led projects for global client major transformation programmes including Reuters, American Express, DWP, DVLA. Focus areas included change management, communications, marketing, leadership development, coaching, culture change and human resources.

**Principal consultant, PricewaterhouseCoopers (PwC), 1998 – 2002**

Led change and HR projects for private and public sector clients globally.  
As part of business start-up incubator provided coaching to B2B CEOs preparing for VC funding.

**Director of Business Reengineering, Europe, Sheraton Hotels & Resorts, 1995 - 1998**

Led a major transformation programme (Progress Through People) impacting 14,000 employees in 26 countries for a USD\$9bn business repositioning of brands and integration of acquisitions. Role based in Brussels, Belgium.

**EAM (Hotel Operations Manager), Sheraton Park Tower Hotel, 1994 - 1995**

Led operations of USD\$27m business and 250 staff; accountable for revenue, profit and customer service targets. Implemented redesigned organisation and processes to drive new business, optimise customer service, grow employee satisfaction and increase profit and efficiencies.

**UK Director of Human Resources, Sheraton Hotels & Resorts, 1988 - 1994**

Responsible for 5 Hotels, 1,000 employees and all aspects of HR in a unionised environment.

**Group Personnel Manager, West Coast Railways – British Rail InterCity, 1986 – 1988**

Led Human Resources for 900 staff across 12 sites. Introduced new employment contracts and performance related pay in multi-union organisation.

### **Qualifications / CPD**

- MBA Kingston Business School, London, 1992
- Post Graduate Diploma in Marketing, Chartered Institute of Marketing, 1994
- MSc Psychotherapy, Metanoia Institute, London, 2010 (included psychiatric placement at Chelsea & Westminster Hospital)
- Essential Supervision Skills Certificate, British Psychological Society/SDS, 2013
- Accredited Certificate in Professional Workplace Mediation, Buon Consultancy, 2014
- Post Graduate Diploma in Digital Marketing, Digital Marketing Institute, 2016
  - Modules included SEO, Social Media, Mobile, Digital Strategy & Planning
- Post Graduate Certificate in Psychoanalytic and Freudian Studies, Metanoia Institute, London - February 2017
- BWRT (Brain Working Recursive Therapy) Level 1 – May 2018

### **Additional Information / Memberships**

- Chair of Fulham GP Surgery Patients Group, 2010 to current
- Group work facilitator at MSc psychotherapy study weekends, Metanoia, 2015
- Volunteer Student Counsellor, Royal College of Art, 2013 – 2014
- Board Trustee, Association of MBAs, 2010 - 2012
- Executive Member BACP Coaching Division, Events, 2010 – 2011
- Volunteer Student Counsellor, Royal Central School of Speech & Drama, 2008 – 2011
- Volunteer Counsellor, The Surgery, Fulham, London, 2004 - 2008