

# Louise Cardwell



## **Paris / London based Certified Coach – international skills and sales specialist**

Louise Cardwell has a successful track record in high-level advertising sales working for major media groups – Hachette, Eurosport and News Corporation – across the globe. Having opened offices and managed teams in Paris, London, Singapore and New York, Louise has an international profile and experience working in an international marketplace. Her specialty was building up businesses from scratch, leading her team and driving revenue. She also has hands-on experience of working in different corporate cultures (UK/France/US).

Louise coaches leaders on how to make an impact – building on their core communication skills for better results. A fully certified coach, she has carried out missions in major corporations including Aviva, Booking.com, Hachette, Havas Conseil, Schlumberger and Orange.

Her coaching is focused on:

- Developing better negotiation and sales skills
- Increasing executive potential and growing leadership skills
- Enhancing performance and presentation skills
- Developing intercultural expertise: preparation for operating in a global marketplace
- Career progression/transition and growing into a new position

Bilingual and bicultural, Louise coaches in English and French and operates out of the UK and France.

### **Key attributes:**

A sales specialist for start-ups, Louise is creative, dynamic and resourceful and she brings this know-how to her coaching. Louise has a powerful solution oriented coaching style, with a pragmatic, results-oriented approach and a « can do » attitude that her clients find inspiring and highly motivating

### **Qualifications:**

BA Arts – University of Bristol UK  
ICF ACC Certification – Certified Coach

### **Industry experience:**

25 + years' management experience working for media groups: Hachette, Eurosport, News Corporation. Global experience managing teams in Paris, London, Singapore and New York.