

## Ed Dulson

“Enabling leaders to maximise their potential, clearly focus and overcome their challenges to achieve their personal and business objectives.”

I work with senior executives, both 1:1 and in teams; particularly enjoying working with leaders in international roles taking on new opportunities. My aim is to create a safe space that allows leaders to wrestle with their challenges, acting as a sparring partner, to create solutions and practical ways forward.



### Experience

After studying engineering at University, Ed started his career at DEC, now part of Hewlett Packard, as an engineer and quickly moved into commercial roles. Ed worked in end-user account management, distribution channel management and went on and founded Integra Business Systems. From writing the initial business plan, raising the financing, sales & marketing, growing and developing a solid team to finally selling his major share holding.

Ed then moved to Tokyo, where he launched the international arm of IMPACT Japan. This encompassed business development, marketing, client consultation, design and delivery of team, leadership development programs and 1:1 coaching. He grew the business from a start up to becoming 50% of the overall country turnover within 2 years and the most profitable international office.

Ed formally trained as a coach in USA and then lead the coaching business in Tokyo for Personnel Decisions International, responsible for delivery of 1:1 executive coaching, growing the business and the ongoing development of the coaches in Japan.

Ed moved back to the UK with his Japanese wife and their first child, in 2001 to undergo further coach training and set up Blue Triangle, an international executive and team coaching business.

### Professional Expertise

Coaching over 250 executives and their teams internationally in more than 25 countries since 1999, from board level down, across multiple sectors. His clients have described his coaching as engaging, affirming, thought provoking, pragmatic, challenging and solution focused.

### Education, Qualifications, Professional Positions

- Advanced Diploma in Executive Coaching, Academy of Executive Coaching ICF accredited, in association with Middlesex University, England
- Psychology of Coaching, AOEC with Marjorie Shackleton
- Coaching Foundations, Personnel Decisions International, Minneapolis, USA, with Dr. David Peterson
- First 90 days acceleration coaching with Dr. Michael Watkins, Harvard, USA
- Japanese Language Proficiency, Tokyo University, Japan
- Bachelor of Honors Degree in Electronic Engineering, Salford University, Manchester, England
- Member of the Institute of Directors

Born in Liverpool, Ed has lived in Japan and US for over 5 years. He now resides in Wimbledon with his wife and their 3 children. Ed enjoys keeping fit, through various sporting activities with his family, cycle commuting and road cycling with friends in the Surrey Hills.

### Selected Client Companies

Astra Zeneca  
 BAE Systems  
 Bank of New York Mellon  
 Bank of America Merrill Lynch  
 BASF Chemicals  
 Capital One  
 Caterpillar  
 Cisco Systems  
 Coats Plc  
 Coca Cola  
 Deutsche Bank  
 EMC<sup>2</sup>  
 Ernst & Young  
 Fidelity Investments  
 FIS Global  
 Ford Motors  
 Goldman Sachs  
 Hauser & Wirth  
 Jersey Telecom  
 Johnson Controls  
 Kuoni Travel  
 Legg Mason Asset Management  
 Linklaters  
 MUFG  
 Ogier Fiduciary  
 Oracle  
 Putnam Investments  
 PwC  
 Roche Pharmaceuticals  
 Severn Trent  
 ICBC Standard Bank  
 Standard Chartered Bank  
 St James's Place  
 Texas Instruments  
 Universal Music  
 Wartsila Engineering

### Contact

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