

Steven Parker



“Life isn’t about finding yourself. Life is about creating yourself.”

– G. B. Shaw

My goal is to help you and your organisation navigate through innovation, change and growth and to support you in overcoming the significant human or organizational barriers, that you may encounter along the way.

Leading teams or businesses, even when we are very experienced, can often be tough and lonely. At times, we may be operating in organisations that are resistant to change or to different ways of working. I understand these challenges - I’ve been there myself, at different levels and in complex, multi-cultural environments.

We not only need to facilitate change but, as leaders, we may also need to re-create ourselves, in order to progress. Having an independent sounding-board can be very powerful - someone to reflect with and work on your development, in a safe context. As a coach and advisor, I can provide that support, sourcing my own experience, but also challenging you to overcome your own limiting self-beliefs, to help you create the best “you” possible and be the best leader you can be.

Professional Experience

My career spans different cultures, most recently working and living in Greater China and Russia. I’ve held roles across financial and professional services, as well as the hospitality and arts sectors, in general management, strategy, marketing and innovation.

My greatest pleasure and successes have come from building teams and ensuring that we brought the whole organisation along with us. The change we created often depended on integrating people and new technologies, in order to improve the lives of customers. I have led sophisticated loyalty and customer data analytics projects, in companies, such as Experian and IHG. At companies such as Visa and Standard Chartered, my teams drove digital and innovation initiatives. I remain actively engaged in business – for example, consulting for fintech start-ups.

Board Advisory / Coaching Practice

I help lead Praesta’s board practice and have been able to support executives and organisations, across many different cultures and industries, including:

- Working with a European Marketing Director to develop her self-awareness and personal “purpose”, to enable her to drive change across the business.
- Helping a Technology leader to grow into their new, cross-regional role and manage the complex demands of their teams and global stakeholders.
- Supporting a high potential Eastern European woman executive with on-boarding into a rapidly expanding ad-tech organisation.
- Undertaking Board Review for an organisation going through significant growth.

With 2 grown-up daughters, I’ve always been committed to diversity and am involved in mentoring women entrepreneurs and alumnae from Oxford Said and INSEAD Business Schools. My professional qualifications include: Fellow and Chartered Director, at the UK Institute of Directors; EMCC Senior Practitioner and MSc. in Executive Coaching, from Ashridge-Hult.

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