



Olwyn Merritt, M. Ed. (T.C.D.)

Experience/Background

With twenty years experience in Sales, Marketing and Senior management positions, Olwyn Merritt enjoys building the confidence and capability of individuals and teams at middle and senior executive level to deliver outstanding results. Her strength is in combining an empathetic approach to people with a pragmatic approach to facing problems and resolving issues.

- Founder of Pure Potential, an executive coaching consultancy since 2000.
- Regional Sales Director, *Vine Telecom* (1999-2000) and Head of ISP Sales, *ntl.* (1998-1999)
- Head of Carrier Services, Head of Corporate Sales, Head of National Sales at *Energis Communications* (1993-1998)
- Head of Winback and Competitive Program for small and medium businesses, *BT* (1990-1993)
Seconded by BT to attend Cranfield's Senior Women's Management Program (1992-93).
- Group Marketing Manager, *The Kewill Group* (1998-1990).
- Lecturer and Inspector for Teacher Training, *Trinity College, Dublin* (1994-98)

Having graduated with a Master's Degree from Trinity College, Dublin, Olwyn spent seven years teaching and part-time lecturing at third-level in Ireland before embarking on a business career. The next fifteen years were spent setting up a marketing department in an IT software house, working as a Group Marketing Manager on an international product portfolio, establishing a value-added reseller channel for a major accountancy software house, running BT's Winback and Competitive Response teams, creating Energis's National sales force and managing the Corporate, SME sales force as well as the Regional telesales teams. Having created and managed for many years, she became Senior Account Director of Energis's top strategic accounts such as Deutsche Telekom, France Telecom, COLT and Teleglobe and was actively involved in winning many multi-million pound orders for Energis. She joined NTL to run their ISP division and eventually joined a number of her old colleagues and peers in Vine Telecom where she was appointed Regional Sales Director. At the end of 2000, Olwyn returned to where she can be of most service – that is in developing people. She set up her own executive coaching consultancy, Pure Potential and runs a thriving executive coaching practice. Olwyn brings a special combination of a personal approach; skills developed through formal accreditation program in both personal and professional development and a wealth of practical experience from the world of business and education.

Clients

Some of her most recent assignments have included grooming middle managers for senior divisional positions in a fast-growing retail company, improving the managing and coaching capability of the middle managers of a major bank, being a channel for her entrepreneur-clients so that their energy produces the results they desire, working with the senior executives of a NHS Trust to strengthen their ability to lead and as a mentor-coach, helping clients in client-facing and business development roles build their revenues and their client base and develop their own ability to communicate with clarity and confidence. She is currently working with an International management development consultancy to deliver their program for transformational change at senior executive level in a number of key multi-national companies in Europe.

Education

Awarded a Masters in Education (Information Technology) and an M.A. from Trinity College Dublin. Awarded Distinction by Chartered Institute of Marketing for Diploma in Marketing. Completed Cranfield School of Management – Senior Women Managers Program.

Instrument Certifications / Trainings

Myers – Briggs (MBTI), Master Practitioner in Neuro-linguistic Programming (Richard Bandler/ANLP), Accredited Prometheus Facilitator of Leadership Program (Institute of Human Development, London), Coaching Accreditation with Graduate School of Coaching, Accredited Business Coach by the UK College of Executive Coaching, Member of the International Coaching Federation. Numerous certifications held for sales and marketing tools such Holden and Miller-Heinemann. Currently attending PIAV and DISC trainings.

Languages/International Experience

Fluent in English and Irish. Lived in Ireland until the age of 28 years.

Travel Preferences

Based in Home Counties, England. Frequent travel to Southern Ireland.