

Dianne Bown-Wilson

Corporate Coach
Business Advisor
Entrepreneur
Business Writer
Former Director in Industry
Voluntary Gov't Business Advisor



Profile

Dianne is an extremely able and highly experienced business advisor and coach. Her background encompasses marketing and management roles within a wide range of public and private sector organisations, including Avon Cosmetics, Pan Books, The Alders Group, and McCann Erickson. Latterly she held board level positions in a number of SME companies.

In 2000, she established her own business specialising in advising service-focused businesses and professional firms on issues of marketing, management and motivation. During this time she has spoken at conferences and seminars, written numerous articles and has co-authored "*Marketing, Management & Motivation – Successful business development for professional services firms*". She is currently writing a book on the effectiveness of coaching in the workplace.

Dianne holds a degree in psychology, the Chartered Institute of Marketing (CIM) diploma and CIM 'Chartered Marketer' status. She is an accredited advisor with the Institute of Independent Business and an accredited coach of the European Coaching Foundation.

Dianne is creative, dynamic and personable and has a reputation for "getting things done". Her coaching clients comment on her calm and practical approach, humour, wisdom and extensive business experience.