

“A fabulous support to the Executive Team through passion, deep and extensive experience and a practical approach. Marianne did a fantastic job... If you want someone to inspire teams and give practical tools and working examples of applying innovation methods, Marianne is your woman!”

Zulfiqar Ahmed and Katharine Danton - UnLtd



Marianne Guldbrandsen

Location: United Kingdom.

Languages: English and Danish.

All the expertise: Coach, Facilitator.

My best story

“The temperature was minus 15 degrees. All the gear and tents were packed. Boots worn in and map unfolded. We were ready for a new adventure. Then it started snowing, heavily...”

Overview

Marianne is a strategic leader, business coach and facilitator with a passion for human-centric, design-driven innovation. With deep expertise in the practical application of innovation, Marianne brings complex projects and programmes together in a strategic, holistic and seamless manner. Alongside her innovation and strategy consultancy, Marianne is an international business coach. Her empathic and challenging style creates those ‘aha’ moments that lead to breakthrough thinking.

Areas of Expertise

- Executive coaching
- Innovation
- Design thinking
- Innovation leadership
- Organisational influencing
- Business development
- Branding and portfolio building
- Customer and user insights (design ethnography)
- Presentation skills
- Change management
- Ideation techniques and creative mind-set
- Building collaborative teams
- Developing and implementing business strategy
- New product/service development
- Coaching start-ups

Licence to Practice

Prior to her international coaching career, Sietsche worked in management consultancy in the Netherlands (KPMG Consulting) and London (Gemini Consulting), focusing on the people side of change and transformation. She then moved to Learning & Leadership development in Shell. Alongside her coaching career, she continues to grow her own psychotherapy practice.

- MSc in Organisational Psychology, Rijksuniversiteit Groningen
- MBA, Imperial College in London
- BIG registered psychotherapist
- Certified in MBTI, CPI, Insights Personal Discovery and IOPT
- Member of ICF (International Coaching Federation)

Satisfied clients, include

Ford, Volvo, Mars, Walt Disney, UnLtd, Samsung, Orange, Toyota, B&O, LEGO, Nissan, Design Council, Oticon, Live Work, Ordnance Survey, Macmillan Cancer Support, Novo Nordisk, Novartis, Department of Health.

Three words that describe me

Inquisitive | Pro-active | Mindful