



For Contact



Partner and Head of Coach Education

WOO | Input | Intellection | Activator | Includer

Pete is a Partner, senior executive coach and keynote speaker for 2b Limitless an Award-Winning executive coaching and leadership development organization. He is the head of coach training and accreditation and the author and creator of the APC, one of the ICF's most exciting and transformative coach education and certification programs. He has a diverse background in education, applied psychology, learning and development, elite level sports coaching, organizational engagement and performance coaching/training.

Pete specializes in the behavioural economics of high performing individuals, teams and organizations. He does this by leveraging the very latest in performance psychology and applied learning from engaging with successful teams, leaders and performers from around the world. His domains of expertise are around leadership, communication, high-performance, self-confidence, motivation, employee engagement, executive presence and coaching mastery.

His focus is to create 21st century learning experiences that are scientifically rigorous, inquiry based, formally certified, interactive and fun. He has delivered thousands of hours of coaching and training to CEO's, founders, general managers, learning & development managers and HR teams across a spectrum of private and public industries including hospitality, retail, asset management, FMCG, real estate, finance, construction, law, technology and education.

Pete is an inspiring and experienced keynote speaker, he talks passionately about leveraging the counterintuitive secrets of human motivation so leaders can unlock the very best of themselves and others at work and beyond.

In a knowledge-rich world, with instant access to the latest thinking; transformational, strengths-based coaching is the solution for inspiring personalized insight, and self-determined action for remarkable success.

Certifications & Education

- Gallup Certified Strength Coach
- Accredited Executive Coach – Association for Coaching
- Professional Certified Coach - International Coaching Federation
- PCC Coach Assessor – International Coaching Federation
- National Professional Qualification in Senior Leadership
- BATES ExPi Executive Presence Practitioner
- MSc Applied Psychology (Middlesex University London)
- BA HONS QTS Education (University of Chichester)
- NPQSL, Educational Leadership (National College for Teaching and Leadership, UK)
- Kinesiology (University of Calgary)

Leaders Trained in Executive Coaching

- CEO – Initial Saudi Group
- CEO – AES International
- CEO & Founder – Bluehaus Group
- General Manager – The Entertainer
- Regional Director – New Zealand Trade & Enterprise
- Managing Director – Credit Suisse
- Learning & Development Director – Marriott
- COO – Marriott International
- Global CFO – Franks International
- Senior Vice President – Bayzat
- Senior Vice President – TASC Outsourcing
- Head of People – Chalhoub Group
- Group Head of Learning – Chalhoub Group
- CEO – Brook Learning Trust Global Co Chair – DLA Piper

One to One Executive Coaching

- CEO - COREP
- Chief of Staff – Chalhoub Group
- CEO - Halwani Bros– Destination Asia
- MD - Bloomberg Media Middle East
- CEO - Barr Gazetas
- Deputy General Counsel – Emirate NBD
- Head Teacher – UK Public Education
- Head of Retail – Level Shoes

Professional & Corporate Team Experience

- PWC Technology - EXCOM Middle East (*Technology*)
- Atkins Global – EXCOM – Middle East (*Construction / Consultancy*)
- Bloomberg Media – EXCOM Middle East (*Media/Sales*)
- Al Futtaim – EXCOM (*Retail*)
- Caterpillar - Middle East EXCOM Team (*Construction*)
- AES International – EXCOM (*Wealth and Finance*)
- WSP - EXCOM Middle East (*Construction / Consultancy*)
- Saudi Investment Authority – (*Emerging/Graduate Leaders*)
- Nielsen – Global HR team (*Research*)
- BMC Kuwait – Executive Leadership Team (*Retail*)
- V7 EXCOM – UK (*Asset Management*)
- COREP – EXCOM UK (*Asset Management*)
- Barr Gazetas – EXCOM UK (*Architecture*)
- Kraft Heinz – EXCOM Middle East (*FMCG*)



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EXECUTIVE COACH

