



# Brad Pursell

## Executive Leader & Consultant

### *Affiliate*

CONNECTEDNESS • WOO • ARRANGER • COMMUNICATION • POSITIVITY

#### PROFILE

Brad Pursell is an executive leader and consultant who is passionate about giving back through coaching and supporting others on their journey to success. His coaching practice is not just about achieving immediate goals—it's about helping clients realize their long-term potential and develop a deeper sense of meaning and purpose in their careers and lives. Brad has navigated diverse business environments—from dynamic startups to established corporate institutions—offering a unique perspective that combines strategic insight with practical leadership wisdom. For over a decade, Brad took the reins of a small department within Macquarie Bank, building a team and creating a healthy revenue stream from scratch.

Having transitioned to strategic consulting, Brad helped many organisations transform their commercial operations, sales, program management, software development, operations, and compliance. Most recently, Brad was Country Manager and Chief Commercial Officer for an international Fintech, bridging operational and commercial goals with people-driven success.

Brad's coaching philosophy is deeply rooted in a strength-based approach to performance. He believes in empowering clients by identifying and building on their core strengths, developing a clear and actionable sense of purpose, and fostering lasting, sustainable growth. His goal is to help leaders and professionals extend their purpose and elevate their impact.

#### CERTIFICATION / QUALIFICATIONS

- Diploma of Financial Planning
- 2bAPC Accredited Performance Coach
- Business Systems Analysis Certification
- Reiki 2nd Degree (Okuden)

#### WORK EXPERIENCE

- C-Suite of Global Fintech
- Management Consultant
- Business Leader at Investment Bank