



Career History

Penguin publishing.

- Head of Training and Communication

Price Waterhouse Cooper

- Change Management
- Communications Consultant

Saville & Holdsworth Group Plc (SHL)

- Head of Training and Communication

Qualifications

- MSc Organisational and Occupational Psychology
- BSc Psychology (Hons)
- Neuro Linguistic Programming (NLP) Master Practitioner and Coach
- Applied Neuroscience practitioner
- Level I & II Occupational Testing
- Qualified Neuro Linguistic Programming (NLP) Master Coach

Samia Shehadeh MSc, MBPSS, MHCPC

Samia has over 25 years coaching, Change Management Consulting, Occupational Psychology Consulting, communications and business experience working within leading Change Management and Occupational Psychology firms, as well as freelancing and owning her own business. Samia's career experience varies and has worked with companies such as IBM, the BBC, Marks and Spencers as well as a number of government departments.

With extensive experience in people development and coaching, Samia has worked across Europe and in the Middle East. In Abu Dhabi, Samia, set up her own business, hired staff and whilst making extensive use of digital marketing, social media and PR, her business became a famous landmark in the city.

Significant Achievements

Samia has a career spanning multiple companies, and has consistently shown her aptitude for coaching and change management. Whilst working for many other people, Samia has also successfully run and sold her own business.

Whilst living in Abu Dhabi, Samia supported a leadership development programme and coached various senior leaders in the Department and Transport and at the Abu Dhabi Municipality, as well as coaching private individuals.

Enjoying and understanding how key collaboration is across teams within an company, at Penguin Publishing, Samia created an internal survey on internal functions. After the results, she supported the finance leadership team to create and implement a transformation plan, leading to stronger collaboration between finance and the rest of the business.

During her time at Penguin Publishing, she identified the need for, obtained board approval and led a new corporate communications function. Taking the initial idea from inception to implementation and ongoing leadership. The core role of the function was to break down silos and create better working practices and relationships across the organisation, as well as create better awareness of the chain required and collaboration needed to produce and sell books.

Samia - Harnessing powerful self-leadership for systemic impact.

