

Professional Certifications

- ICF PCC accredited Coach
- IMD High Performance Leadership Coach
- Certified Co-Active Professional Coach (CPCC)
- ORSC Foundations (Organization & Relationship Systems Coaching)

Psychometrics & Tools

- Neo-PI-3 (UK)
- VIA Character Strengths

Languages

- English (native fluency)
- Hindi (basic conversation)
- French (basic conversation)

Education

- Positive Intelligence Coach Training
- MCIB – Master of the Chartered Institute of Marketing, UK
- ACIB - Associate of the Chartered Institute of Bankers, UK
- BSc (Hons) Business & Economics, Aston Business School, UK
- Other study: Neuroscience in the workplace, MBSR (Mindfulness-Based Stress Reduction); Emotional Intelligence in the workplace

Testimonial

“Very supportive and empathetic but also held me accountable. Incredibly professional and understands the business environment... so her coaching is very relevant and tangible.”

- Ruthie Qadan, Head of Strategy & Operations, Spotify MENA/South Asia

Sonali Edwards (she/her)

Executive Coach & Facilitator

Sonali is an experienced Executive Coach working at EXCO level and with senior business professionals to amplify their leadership capability.

Sonali also serves as an Executive Coach with IMD Business School on programs including High Performance Leadership (HPL) and Inspirational Leadership (IL) with distinguished Professor of Leadership and Organizational Behaviour, George Kohlrieser. Based in the UAE, Sonali has worked internationally for 22 years.

Sonali has coached clients in the UK, Europe, Middle East and USA, using a coaching style that is compassionate yet challenging, professional and direct. She specializes in supporting executives to build greater personal awareness & presence, develop effective interpersonal & communication skills, and manage challenging issues, decisions and team dynamics.

With a background in international Corporate Banking (HSBC), Telecoms (Orange plc) and entrepreneurship, Sonali couples 20+ years of business management experience with strong financial & commercial acumen. From early in her corporate career, she has worked with senior executives, and managed her own multi-disciplinary teams. Clients benefit from this experience of the complexities and skills required for effective stakeholder management, matrix team collaboration, and successful project delivery. They also appreciate her understanding that senior leaders today need to offer strategic perspectives, vision and creativity.

Indian by birth, educated in the UK, Sonali has lived and worked globally (UK, France, China, Malaysia, India, USA, Egypt & UAE). She has a keen interest in the cross-cultural dynamics relevant to organisations, locals and expatriates.

Recent clients include:

Absa Bank, Akzo Nobel, ADSS, Admiral Money, Finanzauto, Emirates NBD, FIFA, First Abu Dhabi (FAB) Bank, Caixa Bank, Deloitte, Farnek Services UAE, Johnson & Johnson, Kraft Heinz USA, Lego, Maersk, Mars-Wrigley, NovoNordisk, PwC, SEB Bank, Spotify, SwissRe, SwissCom, Takeda.

Passion, Purpose & Personal

Through greater self-awareness and EQ, we can define real, transformational impact in our lives. She is a certified yoga, meditation and mindfulness trainer, and an advocate of workplace wellness. Sonali enjoys multi-day adventure hiking (usually involving mountain summits), reading and cooking with her family. She is married with two children at university in the UK.

