

# The Preston Associates

EXECUTIVE COACHING SPECIALISTS

**BRYONY WRIGHT**

PARTNER, EXECUTIVE COACH

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Bryony brings 20-years' expertise in marketing, communications and reputation management to her coaching practice. By founding and growing her own successful business she learnt first-hand how to juggle the multiple roles of entrepreneur, leader, wife, carer and mother. Now, through her coaching, she advocates the importance of clarity, consistency, resilience and a good sense of humour in leadership!

## Experience

After a decade gaining experience across multiple sectors both in agency and in house, Bryony founded her own luxury brand PR consultancy specialising in key influencer communications. She and her team worked at a senior level within most major international branded drinks corporations and also with a number of high profile UK family businesses. As her clients increasingly looked for a more strategic and personal approach she began executive coaching, transferring her branding and reputation management skills to people.

Bryony now works with CEOs, senior executives and teams across a range of sectors including financial services, advertising, food, retail and technology. As a great listener, yet challenging and provocative questioner, she provides a safe, fun and energising environment for clients to explore issues that are holding them back. She particularly enjoys helping identify bottlenecks between strategy and implementation caused by poor communication. By holding up the mirror to behaviour and its impact, she helps clients foster change that strengthens trust with key stakeholders to drive business performance.

In addition to coaching, Bryony advises a major luxury brand awards scheme, which she co-founded in 2014.

## Education, Qualifications, Professional Memberships

- Post Graduate Certificate in Personal & Business Coaching, University of Chester
- Professional Certified Coach (PCC) accredited with the International Coach Federation
- BSc Honours in Politics & Sociology, University of Bristol
- Diploma in Wine & Spirits, Wine & Spirit Education Trust