

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

EILEEN S. CASSIDY
PARTNER, EXECUTIVE COACH
HEAD OF TPA USA

eileen.cassidy@theprestonassociates.com
M: +1 (0)908 313 8936

Eileen's coaching style is both supportive and pragmatic and is designed to 'raise the game' of an individual and their team in a meaningful and lasting way. She is known and respected for her courageous directness, results-oriented work style and ability to maximize the potential of a leader and their team by considering the entire 'system' (both culture & business results). Her strong and warm-natured interpersonal style enables her to quickly build long-lasting trusted relationships.

Experience

Eileen's work experience involved an accelerated 25-year career path at Merrill Lynch where she held a variety of global leadership roles on both the business side and human resources side. Her own leadership development involved effectively leading turnarounds, managing geographically separated, cross-functional teams, and developing and coaching employees for greater satisfaction and business results.

On the HR side, Eileen led the design and global execution of senior leadership development initiatives, working closely with business leaders and senior HR partners. Her main focus was facilitating the identification, development and 1:1 confidential coaching of the high potential Director to MD-level talent in the organisation. She advanced to an 'on the ground' senior HR generalist for executive level managers, supporting multiple global businesses on all 'people' matters. This included a spotlight on day-to-day coaching of executive level talent and the team's effectiveness, before leading the organisational development and executive coaching practice for the Wealth Management Business.

In 2008, she transitioned out of ML and assumed responsibility as the Chief Operating Officer for an independent global macro research and commodities trading firm for six years, and simultaneously started her own coaching practice in 2010 where she focused on executive leadership coaching and HR strategy.



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Education, Qualifications, Professional Memberships

- Master of Arts in Executive Coaching, Middlesex University, London
- BS degree in Business Management, University of Phoenix
- Member of the ICF (International Coach Federation)
- Hogan and Myers Briggs certified
- EMCC (European Mentoring and Coaching Council) Quality Award Accredited Master's level