

**GRAHAM HEDDLE**

EXECUTIVE COACH

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Graham brings over thirty years of international experience in banking, private equity and leadership advisory to his coaching practice. A former Partner at Primary Capital, he has spent much of his career helping senior leaders and boards navigate growth, change and complexity across multiple sectors. His coaching blends commercial insight with a deep interest in how leaders think, decide and perform. Clients describe his style as calm, reflective and challenging in equal measure, helping them gain perspective, make better decisions and build confidence in their own leadership.

**EXPERIENCE**

Before becoming a coach, Graham spent a decade in banking with Barclays in London and Germany, followed by twenty-three years as a Partner at private equity firm Primary Capital. He backed and advised management teams across industries including retail, consumer goods, technology and business services, helping to scale companies through organic growth and acquisition.

Graham has served on numerous boards as Chair or Non-Executive Director, guiding organisations through strategy development, leadership transition and governance improvement. He has worked with management teams across the UK, Europe and North America, often during periods of significant change.

Alongside his coaching with The Preston Associates, Graham is a guest lecturer on AI in leadership, negotiation and private equity at Henley Business School and Nottingham University Business School. His current venture, developed with business psychologists and AI specialists, focuses on how data and human insight together can transform the way leaders are selected and developed.

Graham is fluent in German and speaks several other European languages. He divides his time between London and Dorset.

**EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS**

- MBA, INSEAD
- Accredited Executive Coach, Academy of Executive Coaching (AoEC)
- BA (Hons) German & Spanish with Portuguese and Dutch, University of Nottingham