

Sarah Bussey

Gain clarity, build confidence and move forward with a clear sense of direction.



PROFESSIONAL BACKGROUND

Sarah is a former Chief Strategy Officer of a top global media agency. She has worked with clients both in the UK and internationally, leading teams who have designed innovative, impactful and awarded communication strategies for brands. Sarah subsequently ran her own consultancy, supporting clients such as the IPA, on a wide range of strategic projects including groundbreaking UK consumer research projects, industry consultations & thought pieces and learning & development initiatives. Sarah brings her own senior leadership experience of both the highs and the challenges of leading large and often complex teams in a commercial environment. Above all in her career, Sarah's consistent passion has been to support the growth and development of the individuals and teams around her.

RECENT COACHING EXPERIENCE

Over the past 5 years, Sarah has coached clients including The Guardian, Omnicom, The Trade Desk, AEG, Bauer Media Group, BBC Studios, Mercedes Benz, Havas and Special Olympics GB. Sarah works both in the UK and internationally.

STYLE AND APPROACH

Sarah's style is empathetic and calm, creating the space for clients to have time to think, to identify priorities and to gain clarity on their path ahead. She helps clients focus on their existing strengths to build confidence as well as their growth opportunities to develop self-awareness. Clients appreciate both the challenge, and the accountability Sarah brings, building in clear progression milestones alongside their own actions to achieve them.

PERSONAL BACKGROUND

Sarah gets her energy from time with family and friends - theatre, food, gigs - anything considered. She's curious by nature so loves to travel and explore, near or far. Sarah likes to train, swim and go out walking with her dog Harry, but being on the yoga mat is her happy place. She's an avid reader, so she's often found with a book and a cuppa.

ACCREDITATIONS

- ICF accredited Barefoot Coaching Programme (2016)
- Postgraduate Degree in Business and Personal Coaching
- Member of the International Coaching Federation (ICF)
- Master Practitioner Tilt365
- EQi 2.0 Accredited Practitioner
- Coaching for Loss, Change, Uncertainty and Grief
- Genius Within Neurodiversity Awareness



From our first session it was clear that Sarah was highly empathetic and had a warm, calming manner that allowed me to open up without fear of judgement. Her experience was apparent, but not in a direct, didactic way, more so as a means to help me articulate my often messy thoughts with clarity. I left every conversation with a bit more of a structure built around my thoughts and ambitions, and also feeling more confident in my abilities. — Strategy Leader, Media Agency

Paul Carolan

Identify and understand limitations
to unlock true potential.



PROFESSIONAL BACKGROUND

Paul has extensive experience leading commercial businesses and high-performing revenue teams, with a strong track record of driving growth through people. Having worked at every level of an organisation, he is passionate about helping individuals and teams unlock their potential through coaching. Alongside his executive coaching, Paul has mentored young adults for over 15 years, supporting underrepresented communities through PRGRSS and helping young people build confidence as they begin their careers.

RECENT COACHING EXPERIENCE

Paul has been coaching for 9 years, and his most recent clients include Port of Dover, Spotify, Utilities Warehouse, Bauer Media Group, WPP, Omnicom, Grant Thornton, BBC Studios and The Guardian. His work has led him to work with companies across the UK, the US, and most of Europe and parts of Asia.

STYLE AND APPROACH

Paul works with a combination of challenge and empathy to help people to understand and achieve their true potential. There are a plethora of opportunities and challenges that

people bring to coaching, and a big part of Paul's approach is to help them understand what they are putting in their own way that limits their potential.

PERSONAL BACKGROUND

A very proud Yorkshireman, Paul now lives in Hertfordshire with his family. He is an active member of the local community and has a real passion for excellent food, film and spending time with friends. Paul spends a number of hours each week mentoring young adults at the start of their careers, paying back on the support he was given at the start of his own career. Participating in playing and watching sport is another passion for him and proudly started running marathons after the age of 50, and his knees are increasingly ungrateful for the experience!

ACCREDITATIONS

- ICF accredited Barefoot Coaching Programme (2017)
- Member of the International Coaching Federation (ICF)
- Master Practitioner Tilt365
- Certified Practitioner, Systemic Coaching & Constellations
- Certified Mental Health First Aider, MHFA



Paul manages to create a very rare space when he's coaching - you feel both at ease and comfortable whilst at the same time being pushed to think differently and push yourself outside of your comfort zone as a leader. — MD EMEA, AI Technology business

Mark Creighton

Think clearly, lead with confidence and
turn reflection into meaningful action.



PROFESSIONAL BACKGROUND

Mark is a former CEO with more than 20 years' leadership experience across the marketing, technology and education sectors. He has held C-suite roles within fast-moving, high-growth organisations including Mindshare, dentsu and Avado, as well as leading entrepreneurial businesses such as digital agency i-level. His experience spans organisational transformation, commercial growth and leading multidisciplinary teams through periods of significant change. Drawing on this real-world leadership experience, Mark helps leaders create the clarity, confidence and perspective needed to navigate complexity, lead with purpose and build high-performing teams.

RECENT COACHING EXPERIENCE

Mark coaches senior leaders and leadership teams across a wide range of sectors in both the UK and internationally, including Spotify, Channel 4, Youth Business International, Wireless Logic, The Trade Desk, The Guardian, Samsung, Digital Cinema Media, Mail Metro Media, Campfire and the National Theatre. His coaching supports leaders in strengthening strategic thinking, leadership confidence, decision making, team effectiveness and cultural impact — helping individuals and organisations fulfil commercial, strategic and people-focused objectives.

STYLE AND APPROACH

Mark's coaching style is grounded in real-world leadership experience. He creates a calm and trusted space where leaders can step back from day-to-day pressures, think more clearly and build confidence in their own judgement and strengths. Known for combining empathy with constructive challenge, Mark helps clients translate reflection into tangible action — supporting both immediate leadership challenges and longer-term growth.

PERSONAL BACKGROUND

Originally from the North East, Mark lives in Twickenham with his wife George, their two boys Rory and Murray, and an enthusiastic spaniel called Zola. Outside of coaching, he enjoys cooking, running, weight training and golf, alongside a long-standing obsession with coffee and microbreweries. A devoted sports fan, he is a regular at Harlequins Rugby Club, a lifelong Sunderland supporter and passionate follower of England cricket.

ACCREDITATIONS

- Professional Certificate in Executive Coaching, Henley Business School (2023)
- Member of the International Coaching Federation (ICF)
- Qualified Practitioner, Tilt 365
- Qualified Practitioner, OpenMind
- Qualified Mental Health First Aider



I cannot recommend Mark highly enough as a coach. His calm demeanour, thoughtful approach and depth of experience has made our sessions extremely impactful. He takes time in his approach and asks the right questions to deliver the right outcomes and his follow ups are rigorous and impactful. — VP, Northern Europe at The Trade Desk



Katie McAuley

Create meaningful change through practical insight, challenge and support.

PROFESSIONAL BACKGROUND

Katie has 18 years experience as a former global leader at a major media agency, operating across domestic and international roles working with complex, fast-moving organisations. As a client leader she is familiar with navigating internal and external matrix structures, senior stakeholder and commercial pressures while leading multi-market teams. She has had a career building relationships and extensive experience managing and developing individuals and teams. An advocate for equal opportunities and positive business culture, she has served as President of Bloom UK and supported under-represented leaders through mentoring and the Creative Equals programme.

RECENT COACHING EXPERIENCE

Katie coaches executive-level leaders and teams, as well as individuals and groups across organisations. Her experience spans the breadth and depth of organisations, from group coaching operations teams to Return to Work programmes. She brings both coaching and mentoring expertise within media organisations including Spotify, Acxiom, OMC, Ogilvy and Channel 4, and has designed and delivered leadership and culture programmes for Bunzl Plc, Bloomsbury Publishing, SizewellC, Pepper Advantage and Tails.com.

STYLE AND APPROACH

Katie's approach is practical and thoughtfully stretching. She builds trusted partnerships that create the conditions for challenge with support, encouraging honest reflection, creating belief and inspiring positive action — blending leadership wisdom with energy, kindness and humour.

PERSONAL BACKGROUND

Katie is energised by learning, variety and a good dose of adventure — whether embracing city life or escaping to hike mountains and paddle across lakes. Family and friends are at the heart of everything she does, and nothing makes her happier than time with her children and the newest (and possibly most enthusiastic) member of the family, Rocco the dog.

ACCREDITATIONS

- ICF accredited Barefoot Coaching Programme (2019)
- Post Graduate Certificate in Business and Personal Coaching, University of Chester
- Member of the International Coaching Federation (ICF)
- Master Practitioner Tilt365
- Coaching for Loss, Uncertainty and Grief
- Certified Mental Health First Aider, MHFA
- Action Learning Set Advanced Facilitator



Katie gives a genuine sense of her being invested in your success. There are no airs and graces here, no judgement, with a direct approach to getting to the root of your opportunity and challenge. — Chief Transformation Officer, Multinational Holding Company

Sam Finlay

Unlock performance, build confidence
and deliver meaningful results.



PROFESSIONAL BACKGROUND

Sam is a former Chief Revenue Officer at an International Publishing Company, with experience leading commercial, cross functional and customer facing departments. He has operated at a board level, across a range of varying ownership structures, delivering commercial results, executing corporate restructures alongside leading and integrating acquisitions. He has a passion for building high performance individuals and teams at all levels having worked his way through from graduate entry position to the board within the same organisation. As an advocate of equity and inclusion, he serves as a mentor with the 93% Club to assist state school educated graduates.

RECENT COACHING EXPERIENCE

Sam coaches executives across a broad range of industries, from emerging leaders to C-suite executives. His long-standing client relationships have seen him coach at multiple levels within the same organisation, helping leadership teams build alignment, strengthen collaboration and lead change with confidence through effective teamwork and decision-making. Over the past five years, Sam has worked with organisations including Google, B&Q, Port of Dover, Spotify, Samsung, Flutter, Utilities Warehouse, Special Olympics GB and The Big Issue, supporting leaders across the UK and internationally.

STYLE AND APPROACH

Sam's approach is rooted in genuine connection and purposeful action. He creates a safe space where clients feel encouraged to be open, explore challenges honestly, and set meaningful goals they can truly commit to. His style blends experienced leadership insight with encouragement, and a dose of humour — helping people to reflect and reframe their thinking to grow with confidence and clarity.

PERSONAL BACKGROUND

Sam lives in West London, where he finds energy and balance through time spent with his family and close friends. Whether sharing good food, playing or watching sport, or indulging in his love of music and his vinyl collection, Sam is passionate about making sure fun is always top of his agenda.

ACCREDITATIONS

- ICF accredited Barefoot Coaching Programme (2020)
- Member of the International Coaching Federation (ICF)
- Master Practitioner Tilt365
- Certified Mental Health First Aider, MHFA
- Action Learning Set Advanced Facilitator
- Coaching for Loss, Change, Uncertainty and Grief



Thank you for the session last week, it was really useful as always and has very much helped to frame my thinking. You have helped my reaffirm the direction I want to go and I now have a clear plan of action and the confidence to get there. — COO, National Charity