



Reem El Tal

Senior Consultant

Bilingual coaching and assessment to help leaders perform at their best.



About

Reem is a bilingual (Arabic and English) executive coach and assessor, certified as an ICF Associate Certified Coach and holding a BPS qualification in Occupational Testing.

She has coached executives, middle managers and early career professionals for clients including Pfizer, Saudi National Bank, SIDF and ACWA Power, after 13 years in marketing and communications.

Approach



Holds one to one coaching sessions with leaders in both Arabic and English.



Uses 360 reports and strengths based assessments to ground coaching in evidence.



Facilitates leadership, customer centricity, cultural shift and inclusion training.



Builds strong relationships with clients and stakeholders.

Experience



Executive coach since 2019 for Pfizer, Saudi National Bank, SIDF and ACWA Power.



Analyses 360 reports and strengths assessments in one to one executive coaching.



Spent 13 years in marketing and communications, including Brunswick Group and Porsche.



Developed and ran marketing and crisis communications strategies, managed teams and took part in new business development.

Qualifications and credentials

BA International Relations

Saville Swift Ability

BPS Occupational Testing (A+P)

Saville Wave Personality

ICF PCC (pending)

ICF ACC Coach

CPCC Coach

Coaching works best when leaders can think and speak in their own language.

