SONYA DAVIES — MCC, NBC-HWC, MHSM, FAIM

EXECUTIVE & WELLBEING COACH | STRATEGIC & SYSTEMIC LEADERSHIP

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Empowering leaders to sustain their life & career peak performance by being emotionally, socially, & strategically intelligent

PROFESSIONAL SUMMARY & KEY HIGHLIGHTS

- **Dual-Credentialed Executive Coach:** One of a limited group of coaches globally holding both ICF Master Certified Coach (MCC) and NBC-HWC designations. Integrates evidence-based leadership development with wellbeing science, positive psychology, and emotional intelligence.
- **Executive Coaching Impact:** Delivered 2,800+ high-impact coaching hours to 500+ leaders across 30+ sectors globally (APAC, EMEA, North America). Achieves a 96%–99% satisfaction rating, with 7+ clients advancing to executive RVP.
- **Leadership Development Architect:** Designed and delivered 70+ programs—including a comprehensive 15-program leadership framework—enabling 1,200+ leaders and lifting organisational satisfaction by 5% to 50%.
- **Strategic & Systemic Expertise:** 25 years+ shaping organisational vision, values, and strategy. Facilitates multi-stakeholder dialogue, systemic change, and complex board reviews utilising Appreciative Inquiry and Systems Thinking.
- **Enterprise & Board Leadership:** Led multidisciplinary teams up to 300+ personnel across diverse sectors. Brings an owner mindset to human capital development with 13 years of experience leading major donors as a philanthropic foundation chair and instigator of scholarship and regional education access initiatives.

CORE COMPETENCIES

Executive Coaching | Wellbeing Coaching | Career & Transition Coaching | Leadership Development | Strategic Facilitation | Applied Positive Psychology | Strength-Based Coaching | Motivational Interviewing | Systems Thinking | Stakeholder Engagement | Change Management | Program Design | Appreciative Inquiry | Executive Presence | Operational Strategy | Board Governance

COACHING APPROACH & PHILOSOPHY

Known for a perceptive, grounded, and strategic presence, Sonya partners with leaders to cut through institutional complexity with strategic fluency and human judgment. As a co-director across multiple SMEs and the founding Chair of a regional community foundation, she brings firsthand insight into executive reality. She leverages an owner mindset to empower leaders to pivot, experiment, and confidently make high-stakes decisions.
Her adaptive approach creates a safe environment where learners co-create knowledge, build confidence, and share insights. Partnering with leaders in matrix organisations and complex, tenuous environments—including UN agencies and international NGOs—providing professional, personalised coaching to build systemic resilience, transform capability and deepen intelligence.

Clients typically partner with Sonya to:

- Strengthen strategic influence, executive presence, and communication to transition from technical expertise to enterprise leadership capability.
- Translate organizational vision into action through systems thinking, team alignment, and navigating uncertainty.
- 'Lead well and be well' by partnering with leaders to sustain cognitive clarity, manage high-pressure friction, and integrate professional peak performance with personal longevity.

PROFESSIONAL EXPERIENCE

Managing Principal | Strategic Effective Development Solutions | 2008–present
Deliver global executive coaching, end-to-end leadership development, and strategic review facilitation to drive vertical and horizontal development for leaders across diverse sectors globally.

Representative Client Engagements: Trusted executive coach partnering with senior leaders across higher education, public service, international humanitarian organisations, and the technology sector to scale leadership capability, cross-functional collaboration, and organisational sustainability. Draws on extensive coaching experience across Western and developing nations, alongside TEFL credentials, to facilitate business English for cross-cultural communication and impact.

- **Higher Education Leadership:** Coached Deans, Associate Deans of Teaching and Learning, and senior professional university staff (including at the University of Melbourne, University of Leeds, the University of Western Australia, Washington State University, and Murdoch University) to enhance strategic leadership, leverage institutional networks for broader influence, and support university leaders transitioning into enterprise leadership roles.
- **Public Sector & Healthcare:** Partnered with Executive and HR Directors, and Medical Directors within government agencies and healthcare networks (including Australian Medical Association, Medical Defence Australia, Department of Communities WA, Queensland Health, Dementia Australia, Texas Children's Hospital, Pfizer, Novartis, and Takeda) to strengthen cross-sector collaboration, navigate institutional policy, and manage high-level strategic escalations.
- **International NGOs & Humanitarian Networks:** Coached global and national leaders within major humanitarian organizations (including UNHCR, the World Food Programme, AMREF Health, ICRC, the Norwegian Refugee Council, World Vision, and the IOM), focusing on strategic delegation, leadership sustainability, resilience, and wellbeing.
- **Technology & Professional Services:** Partnered with Tech Executives, Managing Directors, Heads of Advisory, and Banking Executives (including at Google, Salesforce, HPE, BlackRock, Macquarie, Accenture, and Visagio) to shape collaborative team cultures, navigate high-stakes conflict, and lead strategic alignment during complex organisational restructures, acquisitions, and rapid scaling.

Senior Leadership OD Advisor | Murdoch University | 2013–2017
Supported senior leaders through OD and L&D consulting. Developed a comprehensive 3-tiered capability and behavioural framework tailored to institutional strategy. Launched and facilitated a peer-learning model for senior leaders.

Project Manager | Murdoch University | 2012–2013
Appointed Project Manager for a $5M Aspirational Youth Learning Pathways initiative, directing initial start-up execution and commercial strategy. Successfully delivered the foundational feasibility study, operational governance framework, and initial stakeholder communication strategy to expand regional educational reach.

Learning & Development Manager | Murdoch University | 2010–2012
Led executive leadership programs and high-value sector partnerships for the Executive Education Centre. Developed market analyses and corporate engagement strategies, achieving an 80% client conversion rate.

Manager, Development | UWA | 2006–2007
Managed donor strategy, major scholarships, and annual giving; introduced an online giving framework 30% under budget that significantly increased engagement.

Business Consultant | GlaxoSmithKline | 2004–2006
Led statewide vaccine deployment and medical education initiatives. National top performer delivering 40% portfolio growth while establishing a complex key opinion leader (KOL) network.

Executive Roles | Health & Charitable Sectors | 1998–2006
Multiple executive-level positions including CEO, Executive Director, and Executive Operations across the healthcare and charitable sectors. Steered long-term strategy, workforce operations, stakeholder relations, and board-level governance.

EDUCATION & CREDENTIALS

- **Professional Certifications:** Master Certified Coach (MCC – ICF) | National Board-Certified Health & Wellness Coach (NBC-HWC) | Post. Grad. Cert Positive Psychology Health & Wellness Coaching (College of Executive Coaching) | Institute of Executive Coaching & Leadership Level 3 IECL | Cert IV Training & Assessment | Level 5 TEFL & Business English | Mental Health First Aider.
- **Academic Degrees:** Master of Health Services Management | Postgraduate Diploma in Health Administration | Bachelor of Science (Medical) – All degrees conferred by Curtin University.

BOARD & COMMUNITY MEMBERSHIP

Chair | Peel Community Foundation || Board Member | Fremantle Education Centre || Strategic Advisor | ICF Australasia, WA Branch Committee || Pro-Bono Executive Coach | Ethical Coach, Humanitarian Coaching Network & United World Coaches || Fellow (FAIM) & Professional Mentor | AIMWA. Memberships: ICF | HCANZA.

TESTIMONIALS

"Through Sonya's coaching I untangled my behaviour towards issues, saw their impact on myself and others, identified alternatives, and created self-accountability. I now have the courage and skills to explore new options."

More testimonials available at sedsolutions.com.au/testimonials