



KETS DE VRIES INSTITUTE

ANDREA FOOT

Andrea Foot's career in technology companies, spans more than three decades, working in leadership roles for organisations in Europe, APAC and North America. She has led the marketing and business development activities as part of her Country Manager and CEO roles for software businesses. She has established international operations for overseas software businesses, to support their entry and development of new markets, starting from a blank canvas and setting the go to market strategy and managing its delivery.



She has many years of expertise of working with professional services firms as they have made their journey through the adoption and up-take of technology. Working with these conservative organisations, fostered her curiosity about resistance to change and led to her move into studying systems psychodynamic thinking. Her work now embraces group and individual coaching with senior leadership teams.

She carries a number of non-executive directorships, where she works to bring focus on innovation and to ensure that boards keep their strategic ambitions at the forefront of their minds.

She is particularly interested in the challenges of coping with the necessary adaption that is becoming ever more critical for organisations, their leadership groups and operational teams at this time of rapid change and innovative pressure.

Areas of expertise

Individual & Group Coaching, Business Consultancy,
Digital Era Marketing, Business Growth Advice,
Technology and Organisational Strategy

Coaching Qualifications

Executive master's degree in Coaching and Consulting
for Change, INSEAD;

Certifications

- KDVI 360 development tools
- Learning Bridge
- Insights Discovery & Navigator