



**Areas of expertise:**

- Collaboration, Networking, Relationship Management
- Virtual Teams, Multi-cultural Teams
- Leadership & Management Development
- Change Management
- Executive Coaching
- Sales & Marketing
- Operational Reviews

**Languages:**

- English

[www.theblueoceancompany.com](http://www.theblueoceancompany.com)

Jacqui Craig specialises in leadership interventions and learning and has experience of multi-cultural groups, teams in conflict and virtual team working.

Her expertise lies in the people side of the business and aligning both the hard and the soft factors of business to achieve the results necessary for the business to succeed. This can be both a strategic or tactical approach.

Her personal style is professional, energetic and positive and she brings theoretical and operational experience to her work.

She is committed to working with clients to achieve change and progression in a way that is suitable to the situation. This could be a pragmatic approach for immediate results upon the bottom line or process improvement or a more consultative and facilitative approach that requires buy-in and cultural change.

Over the last 20 years Jacqui has held senior management positions with Federal Express International, ODI (Europe) and BT Telemarketing. She began her career by successfully managing a sales division of Federal Express and then went on to become responsible for the sales training and development of the European Sales Function. On leaving Federal Express, Jacqui became a consultant at ODI Europe, responsible for implementing Total Quality Management within blue-chip organisations. This period of her career involved working regularly in the US and Europe, creating and delivering award winning training programmes (namely the Malcolm Baldrige Quality Award).

As a senior manager with BT Telemarketing, Jacqui was a key player in managing the rapid growth of the organisation from 60 employees to 7500 over 4 years. To enable this expansion, HR processes, change initiatives and development programmes were designed, developed and delivered under Jacqui Craig's leadership.

Her clients include: Boehringer Ingelheim, Cable and Wireless, Goldman Sachs, ITNET, Legal & General, Lloyds TSB, National Westminster Bank, Ofcom, Orange Communications, Powergen, Price Waterhouse Coopers, Sainsburys PLC, SKF, WS Atkins and Zurich Insurance.

Jacqui is an accredited Executive Coach with the European Mentoring and Coaching Council (EMCC).