



Renée Petzer, PCC

Renée is a Professional Certified Coach since 2005 certified with the ICF.

'I am passionate about people and our remarkable ability to adapt and grow. I foster, develop and deepen my own understanding of holistic and systemic worlds and am passionate about seeing the world and its people in an integrated way. I believe that no singular blueprint exists for any one company and that solutions are, more often than not, the simple straight forward ones.'

Renée built a corporate career, spanning 25 years, in the Mining and Financial Services sectors and then in FMCG at British American Tobacco. She held senior executive positions as Global Head of Business Information for Marketing and Regional Head of IT for Africa Middle East.

She was introduced to Integral Coaching and the Centre for Coaching Excellence through British American Tobacco in 2003. Her journey as an internal coach started in 2003 with Renee having 50+ internal coachees over a 5 year period. She was a leading edge advocate and co-facilitated coaching workshops run at BAT. Over a 3 year period she had the privilege to experience having her "own" Executive Coach. She currently has 800+ coaching hours experience.

As a corporate executive, Renée led and supported major change programmes working with the core of the organization and directly with the customer and consumer: this included leading significant changes in trade marketing and distribution and the secondary supply chain (South Africa, Turkey, Nigeria, Kenya, Egypt and Saudi Arabia), implementing consolidated and global trade marketing solutions, driving for a single source of regional business information and spearheading the aspiration for a global business information platform and solutions for the Marketing function. As an executive coach, Renée is working with executives to develop their capacity to effectively deal with an ever-changing and increasingly complex business environment.

Renée holds a Masters degree in Systems Thinking from the University of Cape Town, is certified as a Professional Integral Coach through the University of Cape Town, New Ventures West San Francisco and the International Coaching Federation. She will start her training in Coaching Supervision in 2015.