Tracey West

A bit about me

If you asked me to describe my big focus I'd say high performing transformational teams. My role as a team coach for Leading Edge gives me the opportunity to connect with many organisations enabling their potential to be reached. I pride myself on delivering high quality interventions that leave a footprint in that organisation.

I'm really proud of my retail and training sector experience which spans over 25 years. Most recently as Head of Retail for Cath Kidston, my success lie in engaging teams by making a great place to work. My unique blend of visionary leadership and commercial acumen enabled me to spearhead strategic initiatives which impacted bottom line results.

My retail career started on the graduate management development programme with Asda, specialising in clothing and footwear. I moved into high street fashion with Burton Group a few years later, before a stint with Adams Childrenswear. I was lucky enough to attend the Oxford Summer School as a delegate and Area Manager positions at Starbucks and Thornton's followed.

In 2004 I took the leap and started my own coaching practise, which gave me the opportunity to work with diverse industries including engineering, education and retail, advising graduate trainees, general management, head office functions and senior leaders. I first worked with leading Edge in this capacity as a consultant in 2009.

I have continued my connection with Oxford Summer School too – first as a group director and progressing to programme director of the Foundation School for its first two years. I re-joined Leading Edge in 2014 and am delighted to be working with the team again.

LEADING EDGE

Create Partnerships. Develop People. Deliver Results

Previous clients have included:

- M&S
- B&Q
- MARS
- Hydrogen
- Cath Kidston
- eBay
- Wickes
- Levi's

Clients view

Tracey's approach to driving the people agenda puts people at the heart beat of the company. Her core values of treating people with mutual respect, honesty, truth, where great communication and collaboration were key were always evident. To have had the opportunity to work with her was inspirational and also a lotof fun.

Colleague view

Tracey has an amazing capacity to see the bigger picture and a drive to share her experience and engage people which is infectious!