

"Great leaders are developed through courageous conversations"

Annette has been developing global leaders for more than 10 years. She is known for her commitment to the coaching process and her ability to connect with clients in a compassionate, supportive, and non-judgmental way. This skill set allows her to deliver tough messages, and to develop behavioral drivers of success for her clients.



Professional Experience

Annette has extensive experience coaching and consulting clients in the Middle East. She recently designed and implemented a major leadership development program and succession planning for a large oil and gas company in Abu Dhabi. She pioneered a high visibility leadership program for 50 high potential senior managers and established a competency framework along with a comprehensive assessment process.

Annette's commitment to leaders in the coaching process is creating new pathways for leadership growth. She continues to coach general manager to C-Suite executives in oil & gas, finance, law, aviation and security. Her clients include executives from Abu Dhabi Investment Authority (ADIA), Abu Dhabi Investment Council (ADIC), Abu Dhabi National Energy Company (TAQA), National Petroleum Construction Company (NPCC), RasGas (Qatar), PricewaterhouseCoopers, major law firms, and other international organizations.

Before moving to the Middle East, Annette coached senior government officials at the Western Management and Development Center in the USA. She also coached and facilitated with the US Air Force Academy's Center for Character and Leadership Development in Colorado.

Prior to her consulting and executive coaching career, Annette led the phase III clinical trials for the first-ever cancer preventing vaccine approved by the FDA. The clinical trial was the largest of its kind in Denmark and helped the Danish Cancer Society establish excellent study site performance. Annette is passionate about and has tremendous insight in both healthcare and pharmaceutical industries.

Qualifications & Accreditations

Originally from Denmark, Annette has been living and working in the Middle East for more than five years. She holds a Master of Science in European Business from EDHEC Business School, France; and a Bachelor of Science in Healthcare from University College of Northern Denmark. Annette has earned a number of well recognized professional HR development accreditations in the field of leadership, executive coaching and assessments by reputed international organizations such as:

- Certified Coach for Marshall Goldsmith Stakeholder Centered Coaching
- Professional Certified Coach at International Coach Federation (ICF)
- Associate Coach with the INSEAD Global Leadership Center, the Center for Creative Leadership (CCL), and the Thunderbird School of Global Management
- Harvard University and McLean Institute of Coaching (ICPA) Affiliate Member
- European Health Leadership Program Graduate, INSEAD, France
- 360 By Design, Benchmarks, Prospector, Executive Dimensions, MBTI Step I & II, Firo-B, BarOn EQ-i, CPI-260, Hogan LEAD, WorkPlace Big Five

"I recently had a series of Executive Coaching sessions with Annette. While I had been successful at work, I needed to address a couple of leadership and interpersonal issues in order to advance my career. Annette was instrumental in helping me along this path. I feel I made progress from the first session to the last, and believe my recent career advancement would not have occurred without Annette's guidance. I have no hesitation in recommending Annette Kirby as an Executive Coach."

Senior Portfolio Manager, Abu Dhabi Investment Authority