
EXECUTIVE PROFILE



Penny Reed
FELLOW

“Penny’s ability to shape, facilitate and collaborate effectively, within complex matrix management structures and teams, underpins success. A hallmark of her delivery is to secure optimal cross functional alignment towards critical goals and key plans within fast paced, challenging and dynamic environments. Her authentic and real conversations with critical stakeholders are at the heart of the relationships.”

Rakesh Sithlu
R & D Director SA / Head Remote
EMEA
AkzoNobel

Penny is a Fellow of Oxford Leadership.

Using her broad experience as a director within one of the world’s leading coatings companies Penny brings vision, values, ethics and core purpose to organizational change journeys.

As a qualified coach and mentor Penny has been working with C-suite executives for over 10 years and is practised at bringing sustainable cultural transformations in multi-disciplinary teams.

Her expertise lies in facilitating organizational change across varied structures and functions. She has led transformational project management including mergers, acquisitions, sales and restructuring and has a specific focus on coaching and mentoring middle, senior and executive management.

Penny has a passion for facilitating individual and team realization of maximum potential and continued progress towards mastery and acceptance of the self. She challenges and inspires ownership of choices and actions, promoting intrapersonal and interpersonal maturity and understanding that are critical enablers.



Penny holds a B. Soc. Sc. degree in Industrial Psychology & Industrial Sociology.

Penny is based in Durban and works in English.