

Insight on Coaching – Guest Bio

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Employer Branding and Employee Engagement Strategist and Commentator

Introduction

Krishna De is an award winning employer branding and employee engagement strategist mentoring and coaching executives in how to create high performing businesses. Prior to establishing her consulting practice she has an enviable global career across three continents and over 30 countries most recently as was SVP HR for a FTSE top 20 company. You will find Krishna's articles and podcasts online at bizgrowthnews.com

Experience

Krishna has been recognised in the media as one of Ireland's top 50 leading women in business and was recently listed by "Irish Entrepreneur" as one of Ireland's top 100 female entrepreneurs for her contribution to both business and society.

Krishna is recognised as a global expert and ambassador for the coaching profession and received the 2008/09 Honorary Award for "Influencing Service to the Profession of Coaching", awarded by the Association for Coaching (associationforcoaching.com) and reflects Krishna's influence on the global development of coaching and its impact within business and in the wider community.

Since the mid 1990's, she has held board positions in FTSE top 20 organizations with accountabilities for business strategy, change management, organizational development and communications and engagement.

Krishna has also led a number of organizations to become winners of the prestigious 'Best Company to Work For' awards – a testament them having strong employer brands.

She has been engaged in the field of coaching and mentoring since 1990 and has extensive experience of embedding coaching as a capability within organizations .

Krishna has authored over 500 articles and created over 300 audio programmes in the fields of brand engagement, social media and leadership development, is a contributing author to several books and her expertise is featured in the forthcoming books "Enterprise 2.0: How Social Computing will Change the Future of Work" and "The Accidental Marketer". She is currently authoring a number of forthcoming books in the areas of engaging a multigenerational workforce, social media communications and reputation management.

Krishna is a sought after spokesperson in the media and in leading publications including the *Wall Street Journal*, the *Guardian*, *The Irish Times*, *The Independent*, *The Sunday Business Post*, *The Sunday Times*, *Computers in Business*, *Smart Company*, *Marketing Age*, *Irish Tatler* and the *Labour Mobility* book about living and working in Ireland. She is an employer branding analyst for Universum.