

# JULETTA BROOMFIELD

## BIOGRAPHY



## JULETTA BROOMFIELD

With an impressive track record in disruptive growth strategies, Julietta Broomfield inspires leaders to challenge status quo, break molds, innovate and make a difference!

Julietta is best known for delivering superior value and lasting customer satisfaction. She coaches entrepreneurs, boards, and C-level leaders, encouraging them to tap into their entrepreneurial growth mindsets to develop their leadership to engage in disruptive change and exponential growth. She helps clients catalyze change through compelling visions, core purpose and values, differentiated and winning strategies, efficient operating models and robust financial plans.

Julietta is a co-founder in two businesses: **ALGrowth** and **GOLGlobal**. **ALGrowth** provides consulting and coaching services leveraging a risk/reward business model aligned with clients' business goals. **GOLGlobal** is a partnership with Certified Coach, Lisa Foulger. Julietta and Lisa are passionate about inspiring and enabling innovation and positive change through entrepreneurship. **GOLGlobal** offers coaching to mid-market clients, corporate women leadership teams and the Ladies Entrepreneurial Accelerator Program (LEAP), a 12-month guided roadmap for female entrepreneurs and corppreneurs (intrapreneurs).

### Executive Summary

Julietta Broomfield partners with entrepreneurs, boards, and C-level leaders, enabling them to tap into their growth mindsets and achieve extraordinary results. Working with clients, she helps leaders to achieve exponential change through compelling visions, cultural commitment, differentiated and winning strategies, superior execution plans, efficient operating models and robust financial plans.

### Industry Specialties

- Entrepreneurs, Family Businesses/Offices
- Professional and Legal Services
- Marketing, branding
- Travel and tourism
- Education and Public Sector

### Coaching Specialties

- Entrepreneurs, Boards & C-Level Leaders
- Core foundation: purpose, values, and competencies
- People: right people, doing right things, the right way
- Differentiated strategy – play to win
- Prioritized, no drama execution plans
- Robust financial plans that support growth strategies
- Women leadership - entrepreneurs and corppreneurs

### Specific Expertise

- Entrepreneurial growth mindset
- Leadership development; succession planning
- Data-driven, disruptive strategies
- Strategic alliances, ecosystem strategies
- Execution plans that deliver desired results
- Healthy financial strategies to support growth

### Current

- ALGrowth Coach & Consultant
- Co-Founder GOLGlobal – transforming innovation
- Co-Founder, REAL Women Leadership
- Ladies Entrepreneurial Accelerator Program (LEAP)

### Past

- Chief Operating Officer, Dentons Muñoz
- Director, Hewlett Packard Managed Print Services
- General Manager, HSBC, Hong Kong

### Education

- BA International Marketing, University of Greenwich
- MBA – Henley Management School, The University of Hong Kong
- 7 Attributes of Agile Growth® Certified Coach, Gravitas Impact Premium Coaches