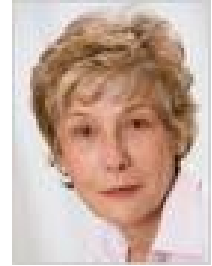


Rowena Davis

Associate Consultant

Rowena's areas of expertise are coaching individuals and teams; strategic marketing and planning; mapping systems; "action learning"; and working with the planned and unplanned sides of organisational life and change. She is passionate about bringing out people's problem solving and creative abilities and implementing practical solutions people can work with.



Career Outline

Rowena runs her own consultancy, RDA Consulting. She has over 20 years experience in marketing and consultancy, and has worked for a wide range of public, private and voluntary organisations. These include major manufacturing, financial and professional services firms and healthcare organisations.

Prior to setting up rda, she worked for KPMG and The Economist Intelligence Unit. She also lived in Italy where she worked in PR, market research, consultancy and taught at the universities of Milan and Trento.

She has trained in advanced facilitation techniques and has extensive experience of working with individuals and teams.

Work Assignments

Rowena's work has included:

- Strategic marketing in a variety of contexts.
- Client relationship management.
- Facilitating "action learning" groups.
- Carrying out stakeholder research.
- Coaching individuals and teams to improve communication and performance.
- Consulting on work organisation and processes.
- Working with the planned and unplanned sides of organisational change.

She is skilled in helping people see the wider context and in focusing on goals and roles.

Qualifications and Affiliations

Rowena achieved a distinction in her MSc in Change Agent Skills and Strategy from the University of Surrey in 2002. She also has a Dott in Sociologia from the University of Trento, Italy and a BSc (Econ) from the London School of Economics.

Rowena speaks fluent English and Italian and reasonable French. She is a member of the Systems Centered Training and Research Institute, Inc; a Fellow of the Chartered Institute of Marketing; and a full member of the Market Research Society. She is also a member of the OD Innovation Network and of AMED (Association for Management and Educational Development).