

Coaching high achievers

Rosemary Lickfold

Rosemary was one of the founding directors of Pitkeathley & Partners, and in March 2003 she took over the role of Managing Partner. However Rosemary continues to coach and has recently run coaching and team development programmes for clients in the financial services, fmcg and marketing sectors.

Rosemary, who has a degree in Economics, worked in corporate life for more than 25 years with companies as diverse as **Ford Motor Company**, **Avon Cosmetics** and **J Walter Thompson**. During that time she focused on marketing and advertising disciplines.

She then joined the **Woolmark Company**, where she was in charge of the memorable and award-winning advertising campaign where sheep took “centre stage” on the nation’s TV screens. “The sheep were not the best of actors but everybody loved them!” As **International Consumer Marketing Co-ordinator**, she then became responsible for Pan-European advertising and marketing for Woolmark clothing across 13 markets.

Her years at the Woolmark Company fostered her lifelong love of travel. ‘I even drove – and once flew a light plane – to visit wool-producing sheep farmers in isolated areas of the Australian outback’.

Rosemary then decided to launch her own marketing consultancy working for a variety of organisations including **Debenhams** and an internationally known cashmere manufacturer and retailer.

She developed this consultancy successfully for a number of years, but latterly hankered after a change of discipline. ‘I had noticed how friends and colleagues seemed to search me out for advice on their jobs and their careers, and I began wondering if I could build on these skills in some way.’ It was then that she joined what is now Pitkeathley & Partners.

Rosemary has a wide range of interests. Travelling and good food are near the top of the list. Until relatively recently she was a deep sea diver, but these days has a keen interest in tennis, watching top tournaments whenever she can as well as playing.

