

Margaret Hartwell

Certified Executive and Organizational Development Coach with 20+ years of experience supporting executives and high-potential leaders through transition, complexity, and enterprise-level change in diverse industries and organizational contexts. Experienced in fast-paced, matrixed environments, partnering across levels to strengthen leadership effectiveness, communication, and sustainable performance while aligning individual development with business priorities.

ENTERPRISE COACHING & LEADERSHIP EXPERTISE

- Leadership Transitions & Role Expansion
- Group Coaching & Cohort-Based Programs
- Adult Development & Identity-Based Leadership
- Systems Thinking & Organizational Dynamics
- Succession Planning & Promotion Readiness
- Decision-Making Under Pressure
- Sustainable Performance & Burnout Recovery
- Facilitation & Experiential Learning
- Stakeholder Buy-In & Trust-Based Influence

EXPERIENCE

STAGEN LEADERSHIP ACADEMY 2025-Present
Contract, Leadership & OD Coach

- Partner with program directors and clients to align individual coaching with organizational strategy
- Deliver executive coaching within structured curriculum and cohort-based developmental programs
- Facilitate leadership intensives and development workshops

LIVEWORK COACHING 2007-Present
Principal

- Deliver individual coaching sessions on self-leadership, decision-making, and leadership effectiveness
- Partner with HR, L&D, and business sponsors across levels and sectors
- Design and facilitate cohort-based group sessions (10-30 participants), focused on peer accountability, system awareness, and sustainable behavior change
- Integrate business priorities with individual development, where both system and leader are clients
- Foster long-term partnerships grounded in trust, confidentiality, ethical standards, and accountability
- Support early-career and individual-contributor professionals in building confidence, decision-making, and internal authority as scope and expectations increase
- Track coaching progress and outcomes in alignment with organizational requirements
- Sectors include Healthcare, Technology, Education, Energy, Creative Industries, and Social Impact

COGNITION STUDIO, AUCKLAND, NZ & SYDNEY, AUS 2017-2018
Co-Founder & Innovation Director, Funded Tech Consultancy

- Defined new hybrid design thinking, agile delivery process for enterprise challenges across the APAC region
- Led multidisciplinary teams of strategists, designers, and technologists to deliver scalable business outcomes
- Facilitated leadership workshops to enable innovation in service delivery and product development
- Achieved \$1M revenue target within the first year
- Served clients in Financial Services, Healthcare, Telecommunications, Utilities, and Public sectors

ARCHETYPE IQ 2005-2017

Brand Strategist & Business Coach

- Partnered with senior-level leaders on enterprise brand initiatives supporting stakeholder alignment and organizational growth
- Applied human-centered design (HCD) and systems-based frameworks to reframe project narratives and enable decision clarity and sustainable business outcomes across diverse organizational contexts
- Selected clients: Stanford Lively Arts, Saatchi S, AT&T, Weyerhaeuser, Mission Markets, and In-Power Solar
- Independent advisory and coaching engagements alongside senior leadership roles

CALIFORNIA COLLEGE OF THE ARTS, SAN FRANCISCO, CA 2012-2014

Adjunct Faculty & Guest Lecturer

- Evolved graduate-level curriculum and taught 30-person classes on leadership presence, communication, decision-making, conflict resolution, and design thinking across multi-sector businesses
- Mentored emerging leaders through mindset shifts required for professional and creative leadership

DESIGN COUNCIL, LONDON, UK 2004-2005

Head of Marketing

LONDON DESIGN FESTIVAL, LONDON, UK 2003-2004

Director of Development

OLIVIER MYTHODRAMA, LONDON, UK 2002-2003

Marketing Director

SUISSA MILLER ADVERTISING, LOS ANGELES, CA 1993-2002

Progressive Leadership Roles (culminating in Vice President, Creative Director)

- Advanced through a series of roles from executive assistant and production artist to studio manager, art director, and ultimately Vice President, Creative Director
- Led and scaled creative operations within a \$260M multinational agency operating in a fast-paced environment
- Directed teams of 40+ across creative, production, IT, and operations
- Held accountability for talent development, client leadership, profitability, and delivery under pressure
- Contributed to growth from \$30M to \$260M, culminating in leading acquisition by Interpublic Group (IPG)

EDUCATION & CREDENTIALS

- MBA, Sustainable Management – Presidio Graduate School
- Bachelor of Arts – University of California, Berkeley
- Advanced Coaching Certification – Institute of Transpersonal Psychology
- ICF Associate Certified Coach (ACC): Leadership, Executive Coaching, Organizational Development
- Developmental Systems Orientation – Stagen Leadership Academy

AUTHOR

Archetypes in Branding: A Toolkit for Creatives and Strategists, Simon & Schuster, 2012.