



MAGGIE JOÃO

Maggie João, an ICF-accredited Professional Certified Coach (PCC) for Enlightened Leadership, creates a transformational experience for clients with a style that is serene and pragmatic, and focuses on solutions to client challenges, alongside feelings. Maggie is also an experienced trainer, facilitator, and regular guest speaker. Her expertise is in leadership development, team management, and external mobility. She has authored 13 books about coaching, in Portuguese, English, and Spanish.

Coaching since 2008, Maggie is successful with middle to top leaders as she understands their reality from her prior professional roles, including at Nestlé, as Head of Industrial Performance, where she led multi-national teams to improve factory KPIs and develop leadership skills, and at Price Waterhouse Coopers, as a manager responsible for cultural integration and process optimization in due diligence projects.

When partnering with Maggie, clients benefit from her significant global experience and cross-cultural awareness. Fluent in English, Spanish, and Portuguese, she has worked with people in countries around the world, including the United States, Sweden, Switzerland, and the United Kingdom. Maggie has worked in the private sector and government, in diverse industries, including pharmaceuticals, banking, and telecommunications.

Maggie holds two Master degrees, one in Management of Production and the other in Industrial Engineering & Management, from Chalmers Technical University (Sweden) and Instituto Superior Técnico (Portugal), respectively. Maggie is certified in executive coaching and coach supervision by the International Coach Federation (ICF) and the European Mentoring and Coaching Council (EMCC), and is a member and volunteer with the Association for Coaching (AC). She was President, ICF Portugal, 2015-2017, and is currently a member of the ICF Regional Advisory Council EMEA.

Maggie's native language is Portuguese. She also coaches fluently in English and Spanish, and speaks conversational French. Her moments of inner connection are during walking, reading, and yoga. She learns immensely with others and likes to be in good company.

Clients

Innovarisk
Merck Sharpe & Dome
Nespresso
Nestlé
Portugal Telecom
Santander-Totta

Testimonials

"Maggie helped me generate new exciting ideas to enable my business to further flourish. Her questioning is intuitive and responsive; her coaching style is professional and competent." — Charlotte Steed, CEO, London Acupuncture Space

"Maggie was a fantastic supporter, facilitator, tutor and internal influence in making sure the Leadership programs had a positive impact on people and the business." — Richard Allen, Partner, Starfish

"Maggie is a highly professional, empathetic, growth-oriented coach with a knack for simple questions that get to the heart of the matter. Her pragmatic, intuitive approach helped me explore topics and overcome self-limiting beliefs holding me back, opening up possibilities for more productive and fulfilling life choices. Have really benefited from this coaching relationship." — Silvy Jenkins, Executive Coach