



CAROLINE MACPHAIL

EXECUTIVE COACH & MENTOR

CAROLINEMACPHAIL.COM · COACH@CAROLINEMACPHAIL.COM

Areas of Expertise

- Executive coaching and mentoring
- Leadership development
- Group coaching
- Executive presence, influence and standing in senior rooms
- Stepping into a larger role
- Confidence, self-doubt and imposter syndrome

Industry Experience

- Retail
- FMCG
- Wholesale & Distribution
- Operationally driven commercial businesses

Credentials

- IECL Accredited Organisational Coach
- ICF Associate Certified Coach (ACC)
- Graduate of the Australian Institute of Company Directors
- Graduate Certificate in Management (AGSM)
- BSc Business Administration and Ergonomics (Aston University)

Who she works with

C-suite, VP, GM, Head Of & Director roles, plus high potential talent. Caroline has worked with leaders from organisations including Woolworths, Jaycar, Pet Circle, Lounge Lovers, Bunnings, Diebold Nixdorf, Hazeldenes and more.

Caroline partners with retail, FMCG and other operationally driven organisations to coach senior commercial leaders, giving them a confidential space to navigate complexity, gain clarity and make better decisions.

Organisations typically engage Caroline when they are investing in experienced leaders whose influence extends well beyond their function. Whether someone is stepping into a larger role or has been leading at a senior level for years, the focus is on strengthening leadership capability, improving judgement and helping leaders navigate complex, high-stakes roles.

Common reasons organisations engage Caroline include:

- Retaining high-performing leaders they cannot afford to lose
- Preparing technically brilliant executives for larger leadership roles
- Building stronger succession by developing future leaders
- Supporting executives through significant change and transformation
- Providing a confidential space for complex challenges they cannot discuss internally
- Creating greater consistency across regions, sites and commercial functions

Caroline is an Associate Certified Coach (ACC) with the International Coaching Federation and an IECL Accredited Organisational Coach. Her coaching is grounded in over two decades of senior executive leadership, including 20 years at ALDI across the UK and Australia, where she finished as Managing Director of ALDI Western Australia, leading a \$450 million business with more than 850 people.

She also served on the ALDI Australia Executive Board, its International HR Committee and chaired the National Inclusion and Diversity Committee, giving her first-hand experience of the commercial and people challenges facing large, multi-site organisations.

Caroline understands the environment leaders are operating in and the pressures that come with senior leadership, so less time is spent explaining the context and more time on what actually needs to change.

Her passion for leadership development began through her own experience of being coached. Her journey through leadership, self-doubt and balancing a demanding career with family has shaped the empathy and perspective she brings to her coaching. She also has a strong track record of developing emerging leaders, championing women in leadership and building high-performing, values-led teams.

Caroline's coaching style is warm, empathetic and pragmatic. She creates a space where leaders feel safe enough to think honestly, challenged enough to grow and supported as they work through complex challenges and make better decisions.



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Testimonials

"I have had the privilege of working with Caroline and I can confidently say that her guidance has been instrumental in shaping my professional growth and development. Beyond her wealth of professional expertise, Caroline creates a safe and trusting environment that fosters honest reflection and meaningful growth. This has been critical in enabling me to stretch beyond my comfort zone and embrace opportunities with confidence."

CHIEF PEOPLE OFFICER, RETAIL

"I've seen tangible results in business performance, operational KPIs and employee engagement. It's the best career development decision I've made."

VICE PRESIDENT, SERVICES EUROPE, GLOBAL RETAIL TECHNOLOGY

"She brings two worlds to the table: the clarity of a seasoned MD and the empathy of a natural coach. I needed someone who'd actually sat in the senior seat themselves, not just studied it from the outside."

HEAD OF GROUP NARRATIVE & SUSTAINABILITY, RETAIL

"Working with Caroline has been truly transformative. She has encouraged me to put myself first, enabling me to be the best leader possible for my team and my organisation. In our short time together, I've already achieved career advancement and am making strong progress towards my ultimate career goals."

NATIONAL SHOWROOM OPERATIONS LEAD, RETAIL

"Caroline's patient and supportive coaching helped me navigate a difficult point in my career, gain clarity on my next move, and move forward with confidence. I'm looking forward to continuing the journey."

EXECUTIVE MANAGER, RETAIL

Previous engagements include

Chief People Officer, Retail - coached leader to lift executive presence and enhance impact and influence with major stakeholders.

Head of Group Narrative, Retail - built the judgement to handle increasingly ambiguous, higher-stakes problems.

Vice President, Retail Tech - coached leader to increase consistency and impact as a leader which resulted in an improvement in employee engagement scores from 58% to 63% in 6 months.

Procurement Manager, Retail - coached leader to confidently position themselves for promotion, while remaining focused and performing in current role.