



Sinéad Hewson

Sinéad Hewson works internationally with organisations undergoing change, scaling up, or seeking high performance. A consultant, coach and facilitator, she empowers leaders and teams to communicate effectively, make stronger decisions, and optimise their performance in both virtual and face-to-face settings.

KEY TOPICS

- Leading with Impact in Virtual and Hybrid Environments
- Effective Communication in Times of Change
- Building High-Performance Teams Across Borders
- Gender Equity and Inclusive Leadership
- Strategy Alignment for Organisational Growth
- Mastering Decision-Making in Complex Environments

BIOGRAPHY

Introduction

Sinéad Hewson is an international consultant, facilitator and coach who helps leaders and organisations navigate change and achieve peak performance. With a specialist focus on virtual and hybrid working environments, she equips teams to improve communication, decision-making and collaboration for long-term success.

Professional Background & Credentials

Originally from Ireland and now based in the Netherlands, Sinéad has extensive international experience across both public and private sectors. She works with leaders, technical experts and organisations developing strategies relevant at both local and global levels. Previously, Sinéad was Managing Director (Country Manager) of an international communications agency, overseeing diverse markets, external organisations and large-scale budgets. She has also worked as an external consultant to multinationals, leading the development and implementation of global change programmes. Her expertise spans the design and delivery of frameworks and programmes that enhance organisational alignment, improve group dynamics, and strengthen communication. She has also lectured at Rotterdam School of Applied Sciences, Webster University, and TU Dublin, and is currently a PhD candidate in communication.

Speaking Style & Audience Value

As a facilitator, Sinéad blends experiential, consulting and coaching techniques to help clients clarify their thinking, align on priorities, and take meaningful action. Her sessions are highly practical, engaging and outcomes-driven, whether delivered face-to-face or virtually. She emphasises preparation and structure, ensuring participants leave with clear strategies and actionable insights. Audiences value her ability to transform communication pain points into opportunities, streamline organisational processes, and empower

individuals to thrive in virtual environments.

Leadership Roles & Governance

- Board member of the European Institute of Women's Health, contributing to EU-level gender equity policy.

Professional Affiliations & Recognition

- Fellow of the Public Relations Institute of Ireland.
- Member of the International Coaching Federation.

Specialist Expertise

Sinéad is a graphic facilitator and NLP trainer who brings these techniques to life in her work, using them to enhance teamwork, strengthen communication, and foster innovation. [Contact us now](#) for more information on how Sinéad can empower your leaders, optimise team performance, and transform communication in virtual and hybrid environments.