



Zoë Arden

Zoë Arden is a purpose-led leadership and communications expert specialising in storytelling for influence and sustainable change. A Fellow at the University of Cambridge Institute for Sustainability Leadership, she helps senior leaders translate complex sustainability challenges into clear strategy, confident leadership and action that delivers lasting business and societal impact.

KEY TOPICS

- Leadership Storytelling: Communicating for Influence and Impact
- Catalysing Personal Leadership in Action
- Thriving in Complexity and Leading Change
- Cultivating a Growth Mindset for You and Your Team
- Leadership Mindsets, Mindtraps and Narrative for Change

BIOGRAPHY

Introduction

Zoë Arden is a leadership and storytelling specialist who supports organisations to lead change with purpose, clarity and confidence. With deep board-level experience and a strong academic foundation, she helps leaders embed sustainability, influence and impact into everyday decision-making.

Professional Background & Credentials

Zoë works at the intersection of leadership, communications and sustainability and is a Fellow at the University of Cambridge Institute for Sustainability Leadership (CISL). Through her leadership programmes, coaching and advisory work, she has supported thousands of executives and emerging leaders worldwide to build capability, courage and commitment to lead change. Her corporate career spans senior leadership roles across business, consultancy and global communications. She previously served as Director at BT Retail, where she led communications and sustainability strategy and reported directly to the CEO. Her experience also includes European Managing Director roles at Weber Shandwick and Golin, Director at SustainAbility, Director at ERM, and Vice President at Access Communications, where she worked with Apple. Zoë designs and delivers leadership programmes for global organisations across sectors. She has advised leading brands including AstraZeneca, Barclays, Nestlé and Novartis on strategy, stakeholder engagement and responsible business.

Speaking Style & Audience Value

Zoë is known for her clear, engaging and practical delivery style, combining strategic insight with compelling storytelling. She presents as a keynote speaker, workshop facilitator, board-level adviser and masterclass leader, tailoring each session to the audience's sector, maturity and strategic priorities. Audiences value her ability to connect purpose with performance and to translate sustainability and leadership theory into tools leaders can apply immediately. Her sessions are frequently described as energising, relevant and highly actionable, leaving delegates equipped to embed change within their teams and organisations.

Books & Publications

Zoë is the author of Story-Centred Leadership – Crafting Cultures of Change, which explores how narrative can mobilise people, empower individuals and teams, and support healthier, more productive workplaces. Her academic research on experiential learning and leadership behaviour change has been published in the journal Organization & Environment.

Teaching & Academic Roles

At the University of Cambridge Institute for Sustainability Leadership, Zoë convenes and teaches highly rated online programmes including Women Leading Change, Communicating for Influence and Impact and Leading Sustainability: High Impact Leadership. These programmes have built a global alumni community of leaders driving change across business and society. [Contact us now](#) for more information on how Zoë can help your leaders turn purpose into clear strategy, communicate with influence and lead meaningful, sustainable change across your organisation.

WHAT PEOPLE SAY

"Zoë brought bucketloads of energy, integrity, insight and experience to the programmes she designed and delivered for our senior leadership team at Farfetch. She was a joy to work with!"

— Kim Wylie, Builder.ai

"Zoë has been contributing her storytelling and leadership expertise for over four years. She is an enthusiastic partner and her sessions are always highly rated." "

— Bruce Haas, Centre for European Policy Studies

"Zoë brought her storytelling genius to business audiences in Hong Kong, China and the Philippines and she established an immediate rapport with audiences." "

— Pat Dwyer, The Purpose Business