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bio • anne lueneburger, PhD

German by passport, Londoner by choice, Dr. Anne Lueneburger is a sought-after leadership advisor with contagious energy and a passion for human potential. Anne founded **northofneutral**[®], a global leadership advisory boutique, following a fifteen-year career with organizations such as Danone and The Boston Consulting Group. Today, together with her team of strategists and coaches, she serves clients at organizations worldwide, including McKinsey, The International Finance Corporation, The World Economic Forum, Yale Medical School, and UNICEF.

Anne's sweet spot is gutsy, purpose-seeking leaders who are motivated to grow and deliver results. Her clients describe her as a warm, intuitive thought partner who engages with creativity and humor. Her approach is focused on strengths, as this is where clients feel energized, see the steepest learning curves, and can be on top of their game. Among the competencies that Anne helps her clients develop are:

- Create an authentic leadership brand
- Transition with impact into a new role
- Navigate conflict and communicate effectively
- Influence in the absence of authority
- Prioritize, manage stress and maximize energy
- Build a winning team, delegate and empower

Anne partners with INSEAD's Global Leadership Centre and Columbia University, is a founding fellow of Harvard's Institute of Coaching, serves on the HBR Advisory Council, and is an active member with the International Positive Psychology Association. Her work has been broadly published, ranging from the International Journal of Evidence Based Coaching to Elle Magazine. Anne is a Certified Mentor Coach (CMC), a Professional Certified Coach (PCC) with the International Coach Federation, and a certified Reach Personal Branding Strategist. She has extensively trained in mediation and conflict management at Columbia University and the New York Peace Institute. She holds a PhD in business from the University of St. Gallen, Switzerland, and was a post-doctoral research fellow on change management at INSEAD.

Her personal maxim is to experience life to its fullest, whether with clients, friends or family. A connector with a curious mindset, Anne has spent time in thirty-seven countries and done at least two of these: interview live on Chinese state television, catch a wild tuna with her bare hands, and knit a duck.

