



**Ave Peetri**  
Facilitator/Coach

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Ave is a practical yet challenging facilitator and coach. She partners with clients in a thought-provoking way and focuses on bringing awareness to their strengths and building their confidence in their own creativity and capabilities.

Ave has led teams as a marketing executive and CEO, she has facilitated change in organizations like The Coca-Cola Company and Tallink/Silja Line. She also co-founded and later sold an e-commerce start-up. As a facilitator and coach, she has worked with senior teams of smaller start-ups and large oil and gas companies. Her list of clients includes: adidas, OOCOP, Oman Gas Company, U-Technology, OMIFCO.

In a recent project, Ave worked with a senior team from OMIFCO to facilitate team work and collaboration and encourage proactive creativity. The participants reported a significant increase in team work and thinking wider to achieve company targets. They also demonstrated better conflict and time management, and more creativity and positive thinking.

Ave believes that teams are systems that can be co-designed by the participants to enable individuals to give more than they think they are capable of. Her certifications and qualifications include:

- Professional Certified Coach by International Coach Federation (ICF)
- Certification in Systemic Team Coaching by Academy of Executive Coaching
- Graduate of Co-Active Leadership Program by Coaches Training Institute
- Certified Professional Co-Active Coach by the Coaches Training Institute

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- Master of Business Administration from Norwegian Business School

Ave is passionate about understanding people and systems and dedicates time to self-development. She is also an avid golfer and has been practicing yoga and meditation for most of her life.