

DANIELA NEUMANN

Executive Coach | AC Qualified | 25+ Years Senior Leadership

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ABOUT MY COACHING PRACTICE

I am a Coach with more than 25 years of senior leadership experience in the creative industries — as a CEO, Managing Director, Channel Controller, Commissioner, Board Director and Executive Producer — in some of the UK's most prominent media, commercial and creative organisations. I bring coaching grounded in real lived experience: the pressures, decisions, relationships, and challenges that come with working and leading at all levels.

I work with senior leaders, managers and teams. Clients come to me at different moments — stepping into a new role, navigating a difficult team dynamic, preparing for what comes next, or simply wanting to perform with more clarity, confidence and impact. Whatever brings them, the work is focused on what will genuinely make a difference. I have faced and overcome many challenges myself. I coach from lived experience.

I am empathic, direct, and clear. I ask the questions that cut through. And above all, I want every client to thrive.

WHAT I OFFER

1:1 Executive Coaching

For people who want to lead with more clarity, confidence, and impact. We work together over a predetermined number of sessions.

People can go through difficulties at work, and coaching can offer the support that can make all the difference, improve how they feel, think, work, perform and solve problems.

During times of change and uncertainty, coaching can help people focus and navigate challenges they might face.

Group & Team Coaching

For organisations whose teams want to collaborate more effectively, communicate with greater openness, and perform together towards shared goals. Particularly valuable for dispersed or hybrid teams.

Manager Coaching

For people who find themselves managing others without formal training. I help them become the kind of leader they would want to work for themselves.

WHAT CLIENTS GAIN

Coaching with me helps people get unstuck, think more clearly, and move forward with energy and purpose. Across different clients and contexts, the results include:

Clarity — on goals, priorities, and what is genuinely getting in the way.

Confidence — to lead, decide, act, create — even in ambiguous or high-pressure situations.

Better relationships — with teams, peers, and senior stakeholders.

Stronger performance — individually and collectively, with measurable impact on the work.

Personal growth — the kind that lasts beyond any single role or challenge. After all, we are more than our just our work and roles.

BACKGROUND

With more than 25 years of senior leadership experience in the media industry, Daniela Neumann has an exceptional track record of leading production companies, channels, award winning productions, and commissioning teams across the UK and internationally. She is known for building high-performing teams, developing positive working cultures, and delivering sustained creative and commercial growth.

Her senior roles have included CEO Rare TV, Managing Director Spun Gold TV, Controller of ITV2, ITV3 ITV4; Controller of Entertainment at ITV, ITV1 Factual Commissioner, Director of Programmes at Virgin Media TV, and Vice President of Content at Viasat. Her productions have won Emmy and BAFTA awards and have been seen by audiences worldwide.

Alongside her executive career, Daniela is an AC Qualified Coach; Mentor; Chair and Deputy Chair of ScreenSkills Councils; a Charity Trustee, and a mentor to underprivileged young people. She is a member of the BAFTA Film and Television juries and a regular contributor to the RTS, Broadcast, Realscreen, and the Edinburgh Television Festival.

WHAT CLIENTS SAY

"Working with Dani has been transformative. She helped me rebuild my confidence, set clear and achievable objectives, and stop worrying so I could move forward after a very challenging transition. Because she truly understands the media industry, she gets the difficulties that come with it — and her warmth and support made the whole process feel possible."

— Founder & CEO, Digital Production Company

"She helped me see things from a different perspective, and just two sessions built my confidence enormously. I put into action the things we discussed, and my experience at work improved massively. Dani is very approachable and knowledgeable, and her experience is invaluable."

— Director of Development

"Working with Dani has been an exceptional experience. She asks insightful questions that gently challenge your thinking, encouraging deeper reflection. She guides you to find the answers yourself — and leaves you feeling inspired. Through our sessions, I have gained clarity on my goals and developed a practical, actionable path to achieve what I genuinely want."

— CEO, Entrepreneur & New Business Start-Up

"Dani was both useful in helping guide me through specific issues and in helping me understand and adapt my behaviour on wider patterns in my life. She has a fantastically open, warm, and engaged manner, so it is easy to discuss anything with her."

— Creative Director

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