



Vanessa Holmes

Creative thinker, strategic facilitator

Brief profile

Vanessa is an experienced strategic facilitator with a strong background in creative thinking. She owned her own design agency for 14 years and has held several senior management positions, most recently as the MD of POD Communications, before partnering with Sense to Solve in 2016.

Her experience extends across a variety of industries and diverse cultural settings including the US, UK, Germany and various parts of Africa. Vanessa combines a broad range of strategic models with different creative approaches to unlock potential and deliver results for clients.

She has won local and international awards for design and strategy and has worked with clients like Nandos, Hippo, Visa, Hollard, Nedbank, Patleys and Allan Gray among others.

Vanessa loves to draw, paint, read, write, cook, travel and have fun with family and friends.

Disciplines:

Design thinking, creative problem solving, business model innovation, neuroscience of creativity, strategic brand development, creative strategy, graphic design, ethnography (including brand, category and sensory audits), content extraction/development, creative direction, advertising and communication strategy, shopper marketing, project, business and team management, psychodynamics of groups and organisations, archetypology (business, brand & culture), personal and group coaching, mentoring and team effectiveness.

Qualifications

MA (*dist.*) – Analytical Psychology - The University of Essex, UK (2006)

Certified - Psychodynamic Observation – The University of Essex, UK (2006)

Certified - Graduate Teaching Assistant – The University of Essex, UK (2008)

Certificate of completion – Diversity Training – The University of Essex, UK (2008)

PhD (*incomplete*) – Analytical Psychology: read for 3 of 5 years part-time
- The University of Essex, UK (2007 – 2010)

Certified - Applied Life Coaching – Foundation, SA (2004)

Diploma - Graphic Design – Rudolph College, SA (1989)



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