

Commercial Velocity

Advisory, Coaching and Training

Build courageous, cohesive and commercial teams in travel & travel tech

With Emily Edwards



Emily's clients

Emily is 100% dedicated to working with start-ups, scale-ups and SMEs in travel and travel tech.

If your company's strategy depends on hotels buying into your product, Emily can help with her 15 years of experience in the sector.

Is your commercial team getting stuck, overwhelmed and frustrated when convincing hotels of the commercial value of working with your company?

Do you wish you could clone yourself to get the job done the way you want it done?



Ring a bell?

- I wish my team would step up and take ownership
- Communication is key, and when we aren't doing it well, we don't see returns
- I want everyone pulling in the same direction; we're doing what we've always done but we need to move with the times
- We need to be much sharper commercially, to gain market share.
- We have a strategic direction but the team isn't closing deals; they don't seem to be able to persuade the hotels to sign
- Mental health and support needs have changed, so we need to listen and adapt
- I'm brand new to the hotel industry but I believe I have a product that will work, I just need help translating that to partners





About Emily

Emily Edwards helps people and organisations in the travel industry enjoy making the change they've been circling, as they unlock their full potential. Known for helping people move from uncertainty to clarity quickly, she creates environments where individuals and teams see new possibilities and leave with practical steps they can apply immediately.

Her Pilot Principle™ brings together self-leadership, sharp skills and slick communication and building a supportive environment, enabling teams to reach Commercial Velocity.

Drawing on experience as a hotel distribution partner and within a global hotel brand across three continents, alongside coaching and travel industry qualifications, Emily works through training, coaching and advisory.

Travel companies navigating growth or change turn to her for strategic advice and practical tools that turn complexity into clarity and action. She also supports ambitious individuals through career transitions, helping them communicate their value and make confident, meaningful moves.



Trusted by professionals from:



For Founders and C-suite

Bespoke support from an industry expert

Emily acts as a much-needed sounding board and coach, cheerleader and challenger for founders and C-level executives who so rarely have the opportunity to share their concerns openly.

As you build and grow your business into the world of hotels, you may feel self-doubt, question your choices and need a second pair of eyes on your plans. Emily is there to guide you.

Parachute sessions

Pick Emily's brains to get a perspective on how your product fits into the world of hotels and travel distribution

Executive Coaching

Turn complex competing priorities into clarity and action. Time and space to really think like a CEO, and be the leader you want to be.

MOMENTUM for founders

This 100-day sprint combines mindset work with practical, actional and industry-specific skills upgrades. Kick-off call then twice-weekly calls to keep you moving in the right direction.



“Working 1:1 with Emily has been genuinely transformative for me. She created the space to step back from the day-to-day noise and really focus on what I wanted to achieve, both personally and professionally. Her coaching helped me set clear, measurable goals and gave me the confidence to move towards them with structure and purpose.

Emily challenged me to look at my blind spots and to reframe obstacles as opportunities. She guided me through understanding how decision-makers think, and how to align my approach with what actually matters to them. That shift in perspective has been critical in sharpening my conversations and building stronger relationships.

On a personal level, Emily’s support has been just as impactful. She helped me work through moments of self-doubt and imposter syndrome, encouraging resilience, balance, and a better sense of leadership. She pushed me to delegate more, to communicate more effectively, and to grow into the version of myself that both I and those around me need.

The impact has been both practical and personal. I’m clearer on my path, more confident in my decisions, and more resilient when challenges arise. Emily hasn’t just helped me achieve goals, she’s helped me believe in my ability to grow and scale with purpose.”



Daniel Ojeme
CEO & Founder, Eccobell



GTM planning for start-ups



Positioning Clarity

- Understand how and why your product makes commercial sense for hotels
- Grasp the complex hotel management landscape, your key buyer personas and the bespoke value propositions
- Align your sales to the hotels' buying cycles, and improve handover from sales to Customer Success



Communication Skills

Shorten your sales cycle by creating targeted messaging. Improve your negotiation skills with a consultative selling approach and handle objections up-front.



Emily Edwards

Daniel - Eccobell

Daniel Ojeme
CEO & Founder, Eccobell

Click to hear Daniel's story on YouTube

For Scale-Ups and SMEs

Get the most out of your high-potential employees

How can you grow and scale without overspending on hiring expensive talent from competitors? And would that even guarantee they could replicate success, having worked in larger more structured companies?

There is more potential in your existing team than you may realise. By giving support to your high-potential employees in moments that matter, they can learn to free up their time to focus on important work, create systems and processes that support them to scale, and have the right mindset to take on any challenge.

Ascend Program

Group coaching designed to support the squeezed middle management to communicate better, leverage data, prioritise their work and develop their teams.

MOMENTUM for new roles

Stepping into a bigger remit can cause self-doubt, meaning you won't get the best work. This 100-day sprint combines mindset work with practical, actionable and industry-specific skills upgrade



“I was pleased with the progress I saw from the very start.

I’m no longer working until stupid o’clock, and my team has noticed a real difference in me. They say I’m more focused, confident, and looking at the bigger picture. Instead of constantly chasing them, I now check in thoughtfully and lead with a more strategic mindset.

I feel more like a manager, rather than the ‘mother of the group.’ The sessions have been helpful and insightful, showing me how to tackle situations in a different way.

It’s a win-win for both me and my team, and I’ve really enjoyed the process.”

– **Allison Mann, Senior Groups Contract Manager & Key Account Manager**

AC Group

Coaching for Managers

Challenge: Busy and stressed people manager needs to delegate more, and think bigger picture

Timeline: 6 months

Outcome: Improved boundaries, time management and delegation. Increased confidence and communication.



[Read more here](#)



“Allison has become more calm since working with Emily.

In the travel industry, it’s fast-paced and we can all have knee-jerk reactions or feel at our wit’s end. I think what she’s learned during the program is to take a back seat, take a deep breath and understand that it’s not a matter of life and death. We can work around it.

She’s also become more confident in speaking up. She’s always treated her team with respect, and built a good team atmosphere, and she has actually improved in that area too. I think she has increased the support she gets from her team.”

– **Dermot O’Neill, MD AC Group**

For Scale-Ups and SMEs

Build commercial capability in your GTM teams

With 15 years' experience in the travel industry, managing commercial teams both in travel tech distribution and in a global hotel brand, Emily has a unique perspective to shed light on your team's commercial approach. The missing piece is often the Hotelexicon™ and knowing how to use it.

By bridging the knowledge and communication gap between hotels and their partners, you can build more profitable deals, reduce friction and gain a commercial advantage. Emily's approach creates long-term, win-win partnerships.

Selling to hotels

Understand the hotel mgmt landscape and targets, take ownership of your approach, upgrade your selling and communication skills.

Buying from hotels

Understand what hotels are targeted on and the lingo to use, take ownership of your approach, upgrade your negotiation and long-term account management skills.





“Emily led a fantastic training session with our team here at Revinat. She produced a thought-provoking and interactive session on storytelling in business.

It’s easy to forget how powerful words can be... Emily expertly guided us through a journey of discovery, delving into our own experiences of storytelling, until we came full circle empowered with a whole set of new skills.

Very impressive!

If she wasn’t moving back to the UK, I’d love her to come by on a regular basis!”



Will Howes

Managing Director APAC

Revinat



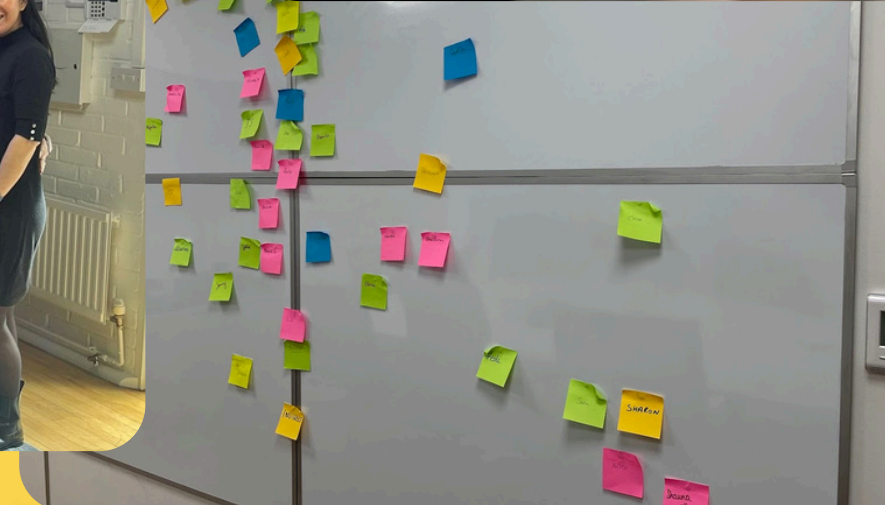
In-person facilitation

A calm and engaging presence

Emily is adept at facilitating groups of all sizes, ensuring all voices are heard and the status quo is challenged. She creates fresh perspectives, brings practical tools and insights and everyone will leave with an action plan.

Emily can support:

- Strategy-planning days
- Yearly planning workshops
- Team-building
- DiSC profile workshops





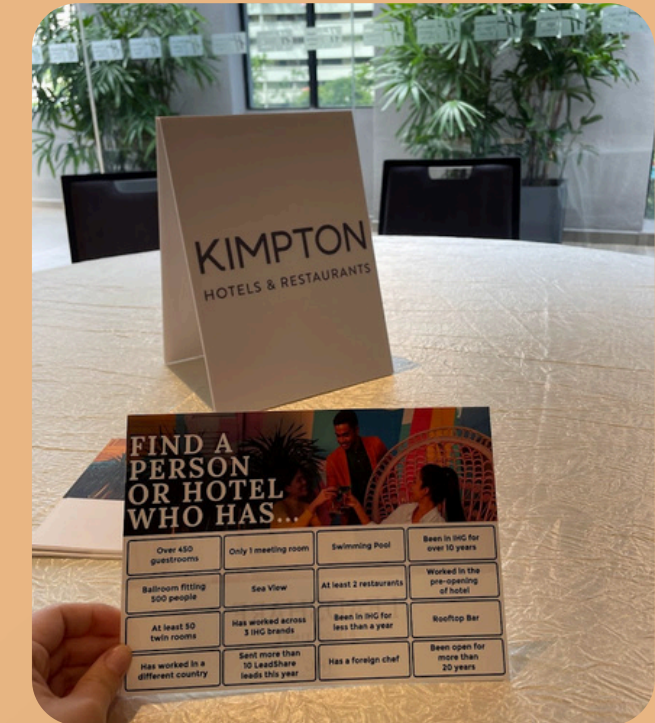
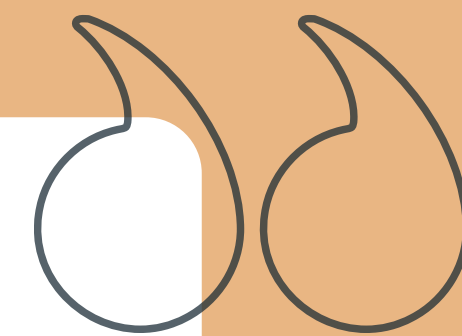
Saul Gabriel-White ✓ · 1st

Head of Global Commercial Products at InterContinental Hotels Group (IHG®)

March 11, 2024, Saul managed Emily directly

Emily was part of my team as a commercial leader for both Singapore and Malaysia. I thoroughly enjoyed working with her, and beyond her day-to-day delivery, she improved our team with her people first thinking and her dedication to making a difference.

She excels and brings her expertise when projects or roles require a people connection, whether that be working with clients, facilitating or running a collaboration workshop, or finding way to empower colleagues. If you or your team needs support in understanding personal goals, or taking that next step in life I can honestly recommend Emily.





George Titlow  · 1st

Sales Director @ Revenue by Design | Working with hotels to provide revenue management solutions to transform their business.

April 21, 2026, George was Emily's client

Emily was the leader of a panel at the Global Revenue Forum and she was an absolute joy to work with.

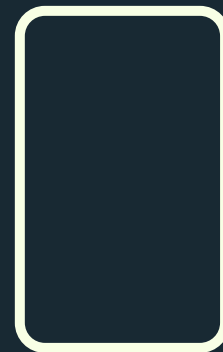
As an event curator she was everything you want: Proactive in ideation, conscientious with panelists, flexible in arrangement and a clear in communication.

Most importantly she delivered thought provoking content in an engaging manner.

Based on this experience I am really looking forward to working with Emily in the future - whether as a speaker, a coach or one of the other strings to her bow!



Pricing



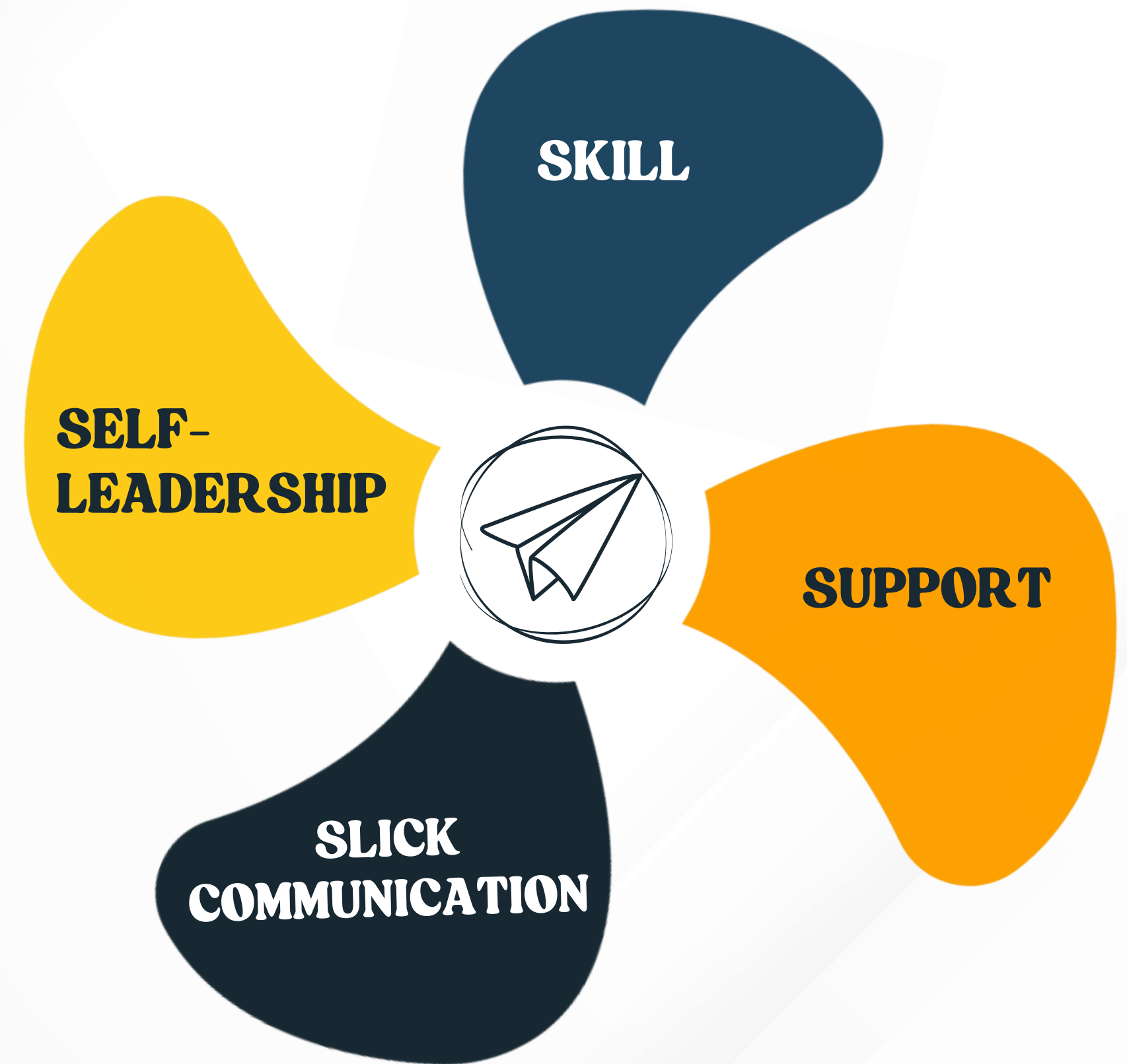
Parachute sessions	From £185
Executive Coaching	£4000 for 6 months
MOMENTUM for founders	£5500
GTM planning	From £8000
Ascend Program	From £9600
MOMENTUM for employees in new roles	£4900
GTM training: selling to hotels OR buying from hotels	From £3000



The Pilot Principle™

Your mission, should you choose to accept it, is to reach Commercial Velocity with Emily so that your teams are supported to level up, can achieve commercial success and feel valued by their leaders. What's more, the partnerships you build with hotels will be win-win and based on trust.

With The Pilot Principle™ we cover the topics of crafting a supportive environment, upskilling you and your teams, creating slick communication internally and externally, and building self-leadership and ownership within the team.



Contact Emily

For a free consultation for yourself or your business. Understand quickly which areas need focus and how Emily can help.

 +44 7547 502986

 hello@emilyedwardscoaching.co.uk

 www.emilyedwardscoaching.co.uk

[Click here to book a
virtual meeting](#)

