

Peg Esgate Aldridge, MA



Peg Esgate Aldridge is an energetic executive who focuses on developing innovative people, processes and cultures. She is the co-creator of the Diamond-Loop Learning model; a catalyst for innovation within everyday environments. Her extensive background in technology, financial services, marketing, sales and management consulting supports her coaching and consulting efforts.

Peg offers client systems twenty plus years in strategic and tactical planning, marketing and sales, team development, project management, media relations as well as internal and external communications experience. She served as the Chief Marketing Officer and Managing Director of Sales and Marketing for two of the leading integrated risk management firms in New York City. Her broad background also includes institutional bond sales with Bear Stearns in New York as well as building her own management consulting firm. She conducts cultural assessments, desired state analysis, and cultural innovation initiatives while developing performance measurement systems to monitor individual and organizational capacity for innovation and change.

A unique strength that Peg brings to her coaching practice is her financial services and strategic planning expertise. Unlike many coaches, she has held senior level management positions and collaborates as an integral partner in the development, implementation and management of tactical plans to reach long-term and short-term objectives. In addition to strong interpersonal and team development abilities, she can serve as a high-level thinking resource for financial plans, product development, and sales and marketing communications.

Her work in the non-profit sector includes serving as the President of the Sanford, North Carolina Area Chamber of Commerce. She served as an advocate for 600 businesses in the Lee County area in the areas of public policy, education, and economic development. During her tenure she also developed and implemented Leadership Sanford.

Ms. Esgate Aldridge earned a BS in Consumer and Family Science from Purdue University and a Masters Degree in Organizational Communication and Coaching Certificate from Queens University of Charlotte. Her work is dedicated to organizational transformation and learning.