



Alison (Ali) Farquhar



Ali Farquhar, Principal of GTL Coaching & Consulting, is a Boston-based, internationally experienced, Executive Coach who helps valued senior executives lead more effectively. A trusted thinking partner, Ali combines analytical acumen with warm human intelligence to work through the strategic and interpersonal priorities facing clients. She helps executives process challenging feedback, understand their impact, test assumptions, clarify objectives, and lead more confidently despite the pressure of high stakes and uncertainty.

Ali's clients are primarily C-Suite and senior executives in the life sciences, healthcare, and other 'high intellect' sectors. She also works with leadership teams to build trust, clarify vision, increase alignment, and drive execution. For over a decade, Ali has helped executives focus on doing the right things well, while leaving a constructive interpersonal wake in the process. In addition to her client work, she coaches cohorts of global leaders for Harvard Business School and the MIT Sloan School of Management in their advanced management programs, helping participants translate classroom learning into applied practice in their organizations.

Earlier in her career as a management consultant with Alliance Consulting Group and then the Forum Corporation, Ali co-developed strategic projects in Fortune 50 to mid-sized corporations in a range of industry sectors, helping senior teams design and implement business-specific and corporate-wide strategies. In addition, she coached executives through challenging 360-degree feedback programs, facilitating difficult conversations with their teams and supporting them from conflict to productive action.

At INSEAD, as a Research Associate in the Department of Strategy and then the Department of Organizational Behavior, Ali conducted research into the predictive factors for success and failure in international mergers and acquisitions, and also into best practices in international human resource management, collaborating on two books and co-authoring several case studies for use in MBA and Executive Education programs.

Ali also spent a number of years as Board Member/Board Chair of a variety of non-profit, community, and education-related organizations while raising a family with 2 special needs children. She was known community-wide for insightful leadership, influence without authority, building alliances, and getting the job done in situations with multiple concerned parties and high emotional stakes.

Ali holds a BA with 1st Class Honors from Exeter University in the UK, an MBA from INSEAD, France, and several Executive Coach certifications. She continues to devote significant pro-bono Board and Committee time to causes such as mental health, special education, and the mentoring and advancement of women in STEM careers.