

For Immediate Release

Maternity Coaching Pioneer Jennifer Liston-Smith joins My Family Care

Jennifer Liston-Smith joins My Family Care as Head of Coaching Development, adding her strong presence in the maternity coaching field to MFC's leading-edge range of services.

Jennifer brings 20 years experience in coaching and consulting with major client organisations, as well as her established profile as a pioneer in maternity coaching and management.

Ben Black, Director of MFC commented, "With our existing trailblazing reputation, we're delighted to bring on board Jennifer who is recognised as a leader in the maternity coaching world."

Jennifer co-founded an innovative maternity management consultancy in 2005, working alongside employers to implement strategic support for parents at work in settings such as global law firms, banks, accountancy firms and other sectors.

With a background including an Oxford Law degree and Masters in Psychology, Jennifer combines a commitment to best practice with her keen understanding of the needs of client organisations and also of working parents.

Speaking of her new appointment, Jennifer said "I'm really looking forward to working with My Family Care. We're providing leading-edge, integrated services helping employers support and retain their talented employees. I've been struck by the passionate commitment of Ben and Ollie Black who founded My Family Care, and the ethos of the company."

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For media enquiries, please contact:

Fiona Jull at Premier PR

Tel: 0207 292 8330 or email fiona.jull@premierpr.com

Notes for Editors:

About My Family Care

My Family Care provides solutions that allow employees to manage their family care responsibilities with their work commitments. Services include Emergency childcare, Emergency homecare (for elders), Out of school care (for school holidays), Childcare consultancy, Maternity coaching. The company was named the 2007 Daily Telegraph's CCP Trailblazers Young Company of the Year. Clients include IBM, P&G, Shell, Barclays, GSK, and the Met Police. Its ground breaking emergency childcare service is used by over 250,000 working families.

About Jennifer Liston-Smith

Jennifer Liston-Smith draws on 20 years' experience with major clients in consulting, training, coaching, writing and speaking and is a sought-after facilitator and coach across a diverse portfolio of national and international organisations.

Underpinning this, Jennifer holds Masters degrees in law and psychology and a long track record of professional development in coaching psychology and related fields. Jennifer holds a Post-Graduate Certificate in Supervision of Coaching and Mentoring awarded with Distinction by Oxford Brookes University Business School, and has extensive experience of developing coaches.

Jennifer is a Founder Member of both the Association for Coaching and the British Psychological Society Special Group in Coaching Psychology (SGCP) and is currently Chair of Publications and Communications for the SGCP. She also represents the SGCP on the Editorial Board of Coaching at Work magazine, is a Fellow of the Royal Society for Arts and a regular media contributor, writer and conference speaker.