

NICOLA WASS
HEAD OF BUSINESS INTEGRATION, LEAD TALENT



TURNING STRATEGIC PLANS INTO COMMERCIAL SUCCESS

I'm Nicola Wass, Head of Business Integration at Lead Talent. With over 25 years of experience in recruitment and service-based industries, I specialise in one thing: helping businesses move from strategic intent to operational reality.

My background combines deep sector knowledge with a passion for business improvement. From compliance and audit to strategy execution and leadership coaching, I bring a clear, structured approach to delivering commercial outcomes that stick. Where others stop at planning, I ensure those plans are delivered, embedded, and driving measurable impact.



MY JOURNEY

My career started while studying for an MSc in Quality Management. I joined a recruitment agency on a temporary basis and never left the industry.

Quickly rising through the ranks to Branch Manager, I then moved into a national compliance role as UK Audit Manager, overseeing 64 sites. This role cemented my strength in structure, process, and performance.

For the past 10+ years, I've specialised in strategic implementation, leading business improvement programmes across recruitment, staffing, and wider service industries. At Lead Talent, I now partner with leadership teams to execute strategy with rigour, clarity, and accountability, turning big plans into real-world performance.

WHAT I DO:

- ✔ Translate strategic goals into clear operational plans.
- ✔ Build structure, pace, and accountability across teams.
- ✔ Design and embed efficient, scalable business processes.
- ✔ Facilitate strategic planning and leadership team alignment.
- ✔ Keep leadership teams focused on delivery and results.
- ✔ Provide hands-on project oversight, problem-solving, and momentum.

MY APPROACH:

Great strategies fail not because they're flawed but because they're not delivered well.

That's why my approach is grounded in structure, pace, and ownership. I bring proven frameworks, clarity of process, and an energetic, collaborative style that keeps leadership teams engaged and moving forward.

Working shoulder-to-shoulder with clients, I help establish key strategic priorities, build roadmaps, remove obstacles, and ensure consistent traction. Whether you're rolling out a new growth strategy, building leadership accountability, or preparing for scale, I help make sure the right things get done and done well.

EXPERTISE AT A GLANCE:

- ✔ 25+ years in service and recruitment sectors.
- ✔ 10+ years focused on strategy implementation.
- ✔ Multi-site audit and compliance leadership (64+ branches).
- ✔ Project planning, delivery, and KPI tracking.
- ✔ Leadership coaching and operational mentoring.
- ✔ Commercial change and improvement projects.
- ✔ Deep experience in team structure, process design, and systems alignment.



WHAT OUR CLIENTS SAY:

"Her insight took us to the next stage of growth."
"At our most recent annual review, Nicola helped the leadership team address key challenges and develop three robust action plans that will shape the next phase of our journey."
Paul Jackman, CEO, Thorn Baker

"She keeps us focused, consistent, and on track."
"I've worked with Nicola and Lead Talent for three years. Her guidance has been essential in gaining traction on our strategy and resolving business-critical issues with clarity and pace."
Richard Knight, CEO, A B Graphic International Ltd

LET'S DELIVER ON YOUR STRATEGY

If you've built a strategic plan and now need expert support to bring it to life with momentum, consistency and measurable success, I'd love to help.

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