



## Izabella Natrins

**CEO & Board Executive Director | Director of Ecosystem Growth, UKIHCA | Health Research Psychologist & Registered Health Coach**

A senior leader in health, she works across sectors at the intersection of governance, strategy and organisational culture, supporting organisations to embed whole person health and wellbeing as a core driver of workforce sustainability, organisational performance and long-term value.

Through her leadership of UKIHCA, Izabella is focused on enabling and growing the health coaching ecosystem and market. This includes establishing professional standards, strengthening education and career pathways, and supporting organisations to understand how whole person health and wellbeing coaching can be effectively integrated into workplace strategy, leadership and culture.

Her work supports a shift from fragmented wellbeing initiatives towards coherent, preventive and person-centred approaches that build organisational capability and enable individuals to take a proactive role in their health and wellbeing and, alongside clinical, occupational health and HR colleagues to support active self-management of long-term health conditions.

With nearing 40 years' experience spanning frontline health roles, university health research, public sector leadership and organisational development consultancy, Izabella brings deep expertise in translating strategy into practice and supporting system-wide change across complex environments.

She is a Council Member and Chair of the BSIO Health Coaching Special Interest Group, an international speaker, and author of *The Real Food Solution*.