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# Business Transformation Consulting CEO of the Year 2023: Dominique Cote

Discover the remarkable journey of Dominique Côté, CEO of Cosawi, an accomplished global leader now in the field of business transformation advisory. From her passion for customer-centricity and engagement to her commitment to diversity, Dominique's award-winning expertise and vision have earned her the prestigious recognition of Business Transformation Consulting CEO of the Year 2023.

In the dynamic world of business transformation consulting, Dominique Côté, CEO of Cosawi definitely stands out. With over 30 years of experience in the corporate world, Dominique brings a wealth of expertise in global go-to-market strategies, commercial excellence, and marketing. In this interview, we delve into the work of Cosawi, its diverse client base, Dominique's journey, the challenges faced as a woman in the industry, and her vision for the future.

In 2018, Cosawi was born out of Dominique's desire to give back, have an impact, and share thought leadership to help organisations become more customer-centric and drive revenue growth. Cosawi works closely with leadership teams to establish their vision and strategies, providing advisory services from process to execution. Their services are industry-transversal, serving diverse clients from Fortune 500 companies to biotech startups and across sectors such as pharmaceuticals, med tech, engineering and services.

As the CEO of Cosawi, Dominique's extensive international experience in commercialisation, go-to-market strategies, and people management has shaped her success. Having been at the C-level and managed teams in more than 36 countries throughout her career, she humbly acknowledges that her greatest achievement lies in seeing people succeed and being part of their growth. With a passion for enhancing self-awareness, confidence, and purpose in individuals, Dominique's expertise extends beyond business transformation to executive coaching.

Reflecting on the changes she has witnessed especially in the healthcare industry, Dominique acknowledges that while progress has been made, there is still work to be done regarding diversity. She believes that gender diversity is not solely a women's issue but a business issue and advocates for the importance of diverse cultures, mindsets, experiences, and expertise. Dominique has faced her own challenges in standing for her voice and identity as the only woman in many of the teams she has been part of. Learning from it, she advises women to stay true to themselves, be confident in their capabilities, and seek executive coaching if needed. Assurance, self-awareness, and purpose are vital attributes for reaching the top in any organizations.

Not solely focused on her own business, Dominique also likes to give back. She actively supports women in their journeys outside of her work by connecting, coaching, and offering her support. She collaborates

with women's communities focused on increasing female representation on boards. She is an independent board member of NFL biosciences and SAMA a trade association as well as support non for profits in the area of disabilities & education.

Looking ahead, Dominique believes that the need for differentiation and genuine partnership with clients will only increase in a world that is accelerating commoditisation. Embracing digital transformation and leveraging it for human-to-human interaction and conversation will be key. As for her personal goals, Dominique aims to continuously evolve Cosawi's business strategy to pivot and follow her clients' needs in order to bring impact and provide value. Board work and governance are also part of her continued plans.

Dominique's journey as a global executive and the CEO of Cosawi highlights the power of experience, diversity, and a dedication to empowering businesses through customised solutions. Dominique exemplifies the qualities needed to thrive in today's business environment with her passion for customer-centricity, advocacy for diversity, and dedication to supporting others. As Cosawi continues to make an impact in the business transformation realm, Dominique remains a driving force in shaping the future of the company and the industry as a whole.

Ultimately, in a world saturated with businesses vying for attention, standing out and creating a lasting impact can be a daunting task. However, there are organisations that specialise in helping businesses navigate the complexities of transformation and achieve success. Cosawi, a trusted partner, utilises the power of personalisation and the voice of the clients'customer to accompany organisations shift. With a team of experienced professionals' partners who have walked in the shoes of corporate executives, Cosawi offers tailored solutions to drive business growth and customer-centricity for enhanced engagement and growth. As a result, we can't wait to see how Dominique and her company will continue to grow and expand. The next steps certainly look exciting for the firm.

