

# Meet the tutor

## Paula Cowan, Managing Director, ImpactInstitute

Paula Cowan is a leader and capability builder powered by a lifelong love of learning. As Managing Director of ImpactInstitute, a B Corp certified impact advisory and communications firm, Paula partners with purpose-driven organisations to tackle complex societal challenges.

Her career spans government, education, commercial, and community sectors, giving her a unique perspective on how these worlds can connect to solve bigger problems and better serve people. Paula combines strategic insight with an eye for efficiency and effectiveness, motivating teams and clients to achieve outcomes they truly value.

Paula is Co-Chair of PROI Worldwide, a global network of independently owned communications consultancies, and a member of the Leaders for Impact Network. She values learning and peer connections, and brings global best practice to everything she does - helping organisations navigate complexity and build trust in disrupted environments.

With a background in Education and Linguistics, and accreditation in business coaching and project implementation, Paula applies these skills to build strong organisational infrastructure and enable growth.

When she's not shaping strategies, Paula is involved in local community organisations, enjoys books and language, and maintains a complicated relationship with gardening.