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## Cathleen Wu

### Executive Coach

Cathleen Wu is a seasoned leadership development professional with 22 years' experience of working at senior levels with multinationals, such as Citicorp, Emerson Electric, Philips, Huahong-NEC and Asia Business Corporation. Building her career in engineering, before moving into senior HR roles.

She now holds over 8 years' experience working as an Executive & Leadership Coach, Team and Group Coach, Coaching Training Facilitator and HR Consultant.

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#### Region

Asia

#### Area of expertise

Developing Leaders

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## Coaching Style

Cathleen works with corporate leaders from various functions such as General Management, Sales & Marketing, Finance, Manufacturing, R&D, Logistics and HR at levels spanning from middle manager to top executive. So far, she has accumulated 2,100+ coaching hours with over 300 leaders. Cathleen's coaching topics have spanned across executive presence, career development & transition, people engagement, team effectiveness, emotional intelligence, interpersonal relationship, leadership effectiveness to business strategy, process excellence and sales effectiveness. Facilitating her client's growth and breakthrough in these areas, Cathleen's coaching style is a mixture of supportive and challenging, strategic and tactical which is built on a solid foundation of mutual trust and deep empathy & compassion.

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## Special Interests

Motivated by her passion for people, team & organisation development and her deep belief that people are creative, resourceful and full of potential, Cathleen is keen to contribute to the success of her clients through her highly committed, client-centric and whole person devoted (head, heart and behaviour) coaching interventions. She is especially supportive of her executive clients in achieving significant and sustainable individual and leadership transformations by leveraging Vertical Ego Development theories and tools.

Besides coaching services, Cathleen is the master trainer in Mandarin for ICF ACSTH program ECCP (Executive Coach Certification Program). She has also designed and delivered 95+ “Leader as Coach” & “HR as Coach” workshops aiming to improve leaders and HRs’ coaching mind and skillsets.

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## Training & Qualifications

Cathleen holds a Master degree of Business Administration from Shanghai Jiaotong University. She is a Professional Certified Coach (PCC) by the ICF (International Coach Federation). She is certified by a number of solid coaching certification programs, including the Marshall Goldsmith’s Stakeholders Centred Coaching (SCC) program, the highly- acclaimed Executive Coach Certification Program (ECCP) by Coaching Australia, the Professional Coach Certification Program by International Coach Academy(ICA) and the Team Coaching Program by Institute of Executive Coaching and Leadership(IECL). She is also a certified EQ-i2.0 and EQ 3602.0 coach by Multi-Health Systems (MHS) and a certified career development/transition instructor by American Career Development Institute (ACDI).

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## Current Clients

In her coaching and leadership development capacity, Cathleen works with both multinational companies and China local companies. Her client list includes 3M, ABB, Alibaba, Amsted, Ampore Pacific, ANZ, AstraZeneca, Baidu, Barco, Baxter, Bayer, BMS, Brose, Bvlgari, Coach, Colgate-Palmolive, Costa, Credit Agricole, Danfoss, Dover, eBay, Ecolab, Faurecia, Ford Motor, Fujifilm, GSK, Henkel, Heraeus, HP, HSBC, Infineum, Infineon, JD.com, K.D.Feddersen, Kewpie, Linde, L’Oreal, Mars, Microsoft, Mondelez, Mubea, Murata, Novus, Omron, Oracle, Pernod Ricard, Pirelli Tyre, PPG, Rio Tinto, Roche, Saint Gobain, SAP, Schaeffler, SC Johnson, Standard Chartered, SMIC, Syngenta, Tyco, TNT, UCB, UPM, Weber Shandwick, Zimmer Biomet and ZF.

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