

**CATHERINE EIDENS**  
EXECUTIVE COACH – TPA ASIA

catherine.eidens@theprestonassociates.com  
M: +852 9218 3670



Catherine's coaching style balances empathy and rationality, focusing on purpose and fostering sustainable behavioural change. Her clients appreciate her non-threatening thinking partnership to enable personal and professional breakthroughs. Catherine understands firsthand the benefits that coaching brings in enhancing leadership performance, and is driven by helping her clients succeed.

## EXPERIENCE

Prior to being trained as a certified coach, Catherine spent over 15 years in key finance roles in the United States, Hong Kong, and China, working for multinational companies like Microsoft, Covanta Energy and Epcos-TDK. Her latest commercial role was CFO of a Siemens financial services company in Beijing. It was there she oversaw significant organisational changes, consistently led her team to achieve ambitious growth, and supported an eight-fold increase in staff to over 100 employees across China.

Inspired by her own coaching experience as a leader, Catherine is committed to support clients in empowering their teams to excel in their roles and enhance business outcomes. Catherine became an accredited coach in 2011. Since then, she has been coaching executives in various industries, including financial & professional services, insurance, technology, advertising, automotive, luxury, logistics and NGOs. She is fluent in Cantonese, English, and conversational Mandarin and is a professional certified coach.

## EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS

- Professional Certified Coach (PCC) - International Coach Federation (ICF)
- Certified Team Coaching Practitioner - Transcend International (Hong Kong)
- Certified Professional Co-active Coach - The Coaches Training Institute (CTI)
- Certificate in Executive Coaching - Academy of Executive Coaching (AoEC)
- Certificate of Accreditation in Applications Level - Harrison Assessments
- BSc Accounting and Business Administration - University of Kansas