

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

CATHERINE EIDENS
EXECUTIVE COACH

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Catherine works with leaders and teams to **drive sustainable growth from within**. She partners with executives at the personal, role, and system levels, helping them create the clarity, mindset shifts, and behavioural changes that are crucial to their success. Her coaching style balances empathy with accountability, offers a non-judgmental yet thought-provoking partnership that enables meaningful breakthroughs and elevate performance.

EXPERIENCE

With three decades of combined corporate and coaching experience, Catherine brings a unique blend of commercial creditability, cross-cultural leadership insight, and deep coaching expertise. She spent 15 years in finance across the U.S., China and Hong Kong, including leadership roles at Microsoft, Covanta Energy, Epcos and Siemens. As CFO of a Siemens financial services business in Beijing, she helped scale the organisation eightfold to over 100 employees, transformed her teams to strategic business partners while delivering sustained double-digit growth.

Inspired by the impact coaching had on her own leadership, Catherine became an accredited coach in 2011. Over the past 15 years, she has supported leaders from emerging talent to C-suite executives across industries including financial services, technology, automotive, luxury, media, industrials, and NGOs. She is typically engaged to help leaders step into expanded roles, drive leadership behavioural change, build confidence, and lead high-trust, collaborative teams, especially when leading through change in challenging business environments.

Born in Hong Kong and having lived and worked internationally, she brings a nuanced understanding of cross-cultural leadership. She is fluent in Cantonese and English, with working proficiency in Mandarin.

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