

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

CATHY (LIYUAN) WEN

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EXECUTIVE COACH (PCC)– TPA ASIA

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Cathy Wen is an experienced executive coach, accredited by the ICF. Her adaptive and strength-focused coaching style reflects her successful career in the diplomatic field and in major multinational corporations. She has a unique ability to build trust which allows deep conversations to flow naturally.

Experience

Cathy began her career attracting and developing foreign commercial investment opportunities in China on behalf of the Department for Foreign Affairs. Her ability to understand and adapt quickly to the needs of diverse international stakeholders soon led to leadership positions in organisations such as Nike, Omnicom Group and Ferrari. This also brought Cathy the opportunity to work and live within Canada and the USA as well as China. In her over 25 years of professional experience, Cathy worked extensively within general management, marketing, communications, crisis management and professional services.

Cathy's in-depth experience of navigating diverse cultural and corporate environments (e.g. multinational company global headquarters, APAC region and Greater China Market) gives her a unique understanding of the complexities faced by today's leaders, particularly those undergoing transition and leading through change. Curiosity and learning is at the heart of her DNA.

While she continues to embrace growth in herself, Cathy is committed to helping her clients identify their core purpose so they can achieve deep transformations in themselves, their teams and their businesses. Her clients include senior leaders of a wide variety of business sectors.

Cathy can conduct individual and team coaching both in Mandarin Chinese and in English.

Education, Qualifications, Professional Memberships

- PCC (Professional Certified Coach), ICF (International Coach Federation)
- Certified coach for Hogan and EQi2.0, MHS (Multi-Health Systems)
- Accredited Organizational Coach, Institute of Executive Coaching and Leadership, Australia
- MBA, University of British Columbia, Canada
- Member of MBA Career Mentor Program, China Europe International Business School