

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

EDMUND CHEW
EXECUTIVE COACH

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Edmund's warm and generous approach to executive coaching centres around his commitment and determination to help others achieve their full potential. Having been mentored by several inspirational leaders during his 20 years' experience in the senior strategic people space, he now relishes paying forward that investment in effective personal leadership development.

Experience

Edmund began his career in HR in Asia in his early 30s, after spending his 20s in a journey of self-discovery resulting in a degree in Psychology. During Pan-Asia Pacific stints at Ernst & Young, United Parcel Service and General Electric, his skills of active listening, influencing, strategic thinking and appreciation of the corporate culture of open challenge and honest feedback enabled him to excel. In 2002 he joined Dell Asia Pacific Japan and rose to become Vice President HR within the organisation's highly matrixed and constantly changing environment.

As a true 'people person', Edmund has built an extensive corporate network thanks to his natural talent of nurturing and maintaining high trust relationships. He is driven by curiosity, relishes the opportunity to understand what makes others tick and thrives within cross-cultural dynamics. He now coaches senior executives and leadership teams across Singapore and Asia.

Education, Qualifications, Professional Memberships

- Certified Solutions Focused Coach, Canadian Council of Professional Certification
- Certified in Hogan Assessment Systems
- First Class Honour's degree in Psychology