

SIRU HEINO
EXECUTIVE COACH

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Siru brings over 30 years of business and leadership development experience, making her commercially savvy and culturally astute thinking partner. Driven by an intrinsic desire to support leaders to get “air beneath their wings”, especially during times of transition, she supports clients navigate their journeys with increased clarity and ease. Clients value her innately curious, courageous and caring nature which fosters a safe and straightforward environment that encourages deeper inquiry and independent thinking. Siru believes that when individuals undergo transformative growth, it not only benefits them but also has a positive impact on those around them, creating a lasting legacy of a life well lived.

Experience

Since moving to Hong Kong in 2008 Siru has worked with leaders from mid to C-level leaders straddling diverse industries including supply chain, finance, cosmetics, entertainment, advertising, higher education, oil and gas, and FMCG in Asia, Europe and USA. Before the Covid she held a global in-house coach/facilitator role was with Fung Academy collaborating closely with business leaders and HR to develop and deliver a range of leadership development initiatives for its top 3,000 global leaders. Prior to transitioning to coaching, Siru was an accomplished marketing and branding executive in FMCG business for almost two decades. As Head of Branding, she led multicultural teams across Northern Europe and Russia leading processes of brand strategies & activation, consumer insight, and new product and concept development.

Education, Qualifications, Professional Memberships

- PCC (Professional Certified Coach), ICF (International Coach Federation)
- Accredited Organizational Coach, Institute of Executive Coaching and Leadership
- Certified Team Coach, Institute of Executive Coaching and Leadership
- Certified Brain Based Coach, NeuroLeadership Group
- Certified Enneagram Coach, Lapid-Bogda & Associates
- Newfield Institute: Ontological Coaching in Action
- Certified in DiSC (Everything DiSC) and Hogan assessment
- Resilience Alliance: Personal Resilience Practitioner
- Member of ICF
- MBA, Henley Business School