

LUCY LEI
EXECUTIVE COACH

lucy.lei@theprestonassociates.com

M: +86 13918057714

T: +44 (0)20 7373 5663



Lucy brings over 30 years of international corporate executive experience to her role as an executive coach, giving her deep insight into the challenges and opportunities facing today's leaders. Her approach is results-driven yet holistic, helping clients maximize their potential both individually and collectively. With a proven track record as a P&L leader in corporate and consulting firm settings, Lucy excels at guiding leaders to fulfil their potential, build high-performing cultures and lead human-centred change initiatives. Clients highly value her approach for its tangible impact on leadership and organizational growth.

EXPERIENCE

Lucy began her career in China as an engineer before moving to Belgium to complete her studies and starting her professional journey in the luxury sector. She later built an international career across Asia, including in Hong Kong, where she developed an Asia Pacific Aviation Logistics division into a multimillion-dollar business and successfully led further transformations in the hospitality sector. After more than 25 years living and working across Australia, Belgium, France, Hong Kong, Singapore, and China, Lucy was appointed VP/GM Greater China for a global supply chain company, driving innovation and working with leading global brands. She then joined a European consumer goods multinational as Managing Director Asia Pacific, reporting to the global CEO, with full P&L responsibility across manufacturing, sales, operations, R&D, and procurement, and contributing to M&A activities in China. Ten years ago, Lucy transitioned into executive coaching, supporting senior leaders and leadership teams in complex, multicultural environments. Born in Shanghai and later naturalised as a Belgian citizen, Lucy has held senior roles including Global Board Member, Managing Director Asia Pacific, and CEO Greater China. Her multicultural experience enables her to navigate and bridge cultural complexity effectively. As a coach, she combines trust, intuition, and compassion to challenge limiting beliefs and help leaders unlock their potential and that of their teams. She is valued as a trusted thinking partner who supports leaders in achieving meaningful and sustainable outcomes. Lucy coaches primarily in English and Chinese, is fluent in French, and is based in Shanghai, travelling frequently across Europe and Asia. She is currently studying philosophy and enjoys reading, hiking, kung fu, and yoga.

EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS

- Professional Certified Coach, International Coach Federation (ICF PCC)
- Evidence-Based Coaching for Executives (Fielding Graduate University, US)
- Master Coaching Program (Solution Academy, Germany)
- Team Coaching (Erickson International, Canada)
- Advanced Hogan Assessment Certification (Hogan)
- Executive Board Member (Benelux Chamber of Commerce East China)
- The Five Dysfunctions of a Team (Patrick Lencioni)
- The Rocket Model for Leadership Teams (Gordon Curphy)
- Self-Managing Leadership (Oxford Leadership Academy)
- Master in Business Administration (Antwerp Management School, Belgium)
- Master in International Economic Law (Shanghai Maritime University, China)
- Bachelor in Electronic Engineer (Dalian Maritime University, China)