

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

RINA HO

EXECUTIVE COACH

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A commercially-grounded thinking partner driving Asia leaders' business performance through behavioural shifts

Rina's coaching style is commercially grounded, warm and appropriately challenging. Drawing on 25+ years leading billion-dollar consumer businesses across Asia Pacific, she blends strategic business acumen, leadership experience and empathy to help senior leaders and teams unlock performance, build or restore trust, and lead with clarity and authenticity. She creates a reflective yet practical space where clients can step back, see current patterns and make concrete shifts that deliver impact in their business and their leadership.

EXPERIENCE

Rina's career spans business strategy, marketing, product creation, merchandising and retail operations across adidas, Reebok and Sony. As Vice President at adidas, she led the company's largest business unit in Asia Pacific and Greater China, accountable for go to market strategy and execution that drove market share, revenue, retail profit and brand equity across omni channels.

She is adept at navigating complex, multicultural matrix organisations, fostering collaboration and building high performing teams. Known as a positive catalyst, Rina is as passionate about understanding people as she is about understanding consumers, coaching and mentoring individuals and teams to realise their fullest potential and lead purpose driven careers and lives. She works fluently across cultures and levels, cultivating a culture of trust, accountability and lightness, and is recognised for delivering growth, enhancing customer experience and driving innovation through sharp market insight and consumer centric decision making.

Rina co-authored *The Purple Book of Coaching*, a collection of practices for living and leading meaningfully. Originally from and now based in Singapore, she has lived in Hong Kong and Shanghai, and finds joy in cycling, dancing, hiking and following her curiosity into new adventures.

EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS

- Newfield Certified Ontological Coach for Individual and Teams
- Certified Trust at Work Practitioner
- Associate Certified Coach, International Coaching Federation
- Advance Certificate in Leadership and Performance (IAL)
- Honors Degree in Bachelor of Business Studies, National Technological University, Singapore