

## Coach Bio

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### KATE MICHELSON

#### Managing Partner

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Kate is an executive coach to CEO's and business leaders in the Asia Region, with direct experience of coaching at the Managing Director level within the banking, finance, technology and retail sectors.

She is a co-founder and Managing Partner of Corporate Coaching Partners, Asia's leading firm of executive coaches.

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#### Professional Expertise/Services

Kate is an experienced and qualified Executive Coach, with experience in leadership development, communications, marketing and learning.

Her current clients include Managing Directors, Regional CEOs and major heads of function in the investment banking, manufacturing, hi tech and consumer products sectors. Kate is particularly effective when coaching on issues of leadership effectiveness, communication style, cross cultural alignment and entrepreneurship. In working across borders, and within different industries from high tech to financial to oil and manufacturing Kate has developed a flexible style. She can be directive to reflective depending on the situation and often in a coaching relationship will find that over 4-6 period will use a range of approaches to attain successful coaching outcomes for the coachee.

She has a strong interest in coaching new leaders and this has proven particularly valuable to clients in China where she works with newly appointed PRC nationals who have been appointed to a role previously held by an expatriate.

Kate's major achievements have included the successful leadership of an investment banking product support team while at JP Morgan Chase, the launch of the Ivey Business School (now one of the strongest educational brands in Asia) and the wide professional recognition she has received in the area of leadership assessment and development.

Kate has been based in Asia since 1975, and has lived in both Hong Kong and Tokyo. Her work has required her to undertake projects across Asia, from India to Japan. This experience has enabled her to develop a deep cross cultural understanding of Asia, and has provided her with first hand knowledge of how to align an MNC's corporate and local interests.

Kate's has strong corporate experience, gained in a number of roles with JP Morgan Chase, where she started with investment banking and then headed the regional training function.

As Marketing Director of the Richard Ivey School of Business she was responsible for launching the educational brand that has become so well known in management circles.

She has worked with Asian CEOs through her role in the Young Presidents Organization, where she planned the delivery of regional programs and seminars for entrepreneurial members in Asia Pacific.

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**Kate Michelson**

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**Recent Coaching Assignments**

Kate's coaching clients have included expatriates as well as local nationals from Hong Kong, the PRC and Korea.

- Executive Coach to President of an Oil operation in the PRC. This person was seen as highly competent and but not able to achieve the level of impact needed to influence upwards in a large MNC. By building on strong relationship skills and working on prioritization, communication style, and messaging this person is now a regional position.
- Executive Coach to Regional GM for Sales and Marketing of US multinational. In order to continually succeed in an competitive market as well as develop the talent in his team, this person saw the need to change his own leadership behavior as well as implementing a change in strategy. Using a highly reflective style of coaching he was able to enhance his leadership skills and make his business targets at the same time. He is now working in a larger market and many of his team have taken on more challenging roles.
- Executive Coach to Executive Director of leading international investment bank headquartered in HK. This person was highly regarded and managed their own team competently. With Peers and at the senior level, there were concerns expressed regarding an abrasive communication style and lack of influencing skill. Using a directive style of coaching, The coachee was able to reframe messaging and start soliciting and using feedback to improve messaging and impact. This person has since been promoted to a more senior position.
- Executive Coach to the GM of the PRC for High Tech company. This company is part of an intense business and competitive environment. The GM had to prioritize and execute in a heavily structured organization. A more reflective coaching approach was utilized to assist the coachee to stay on track and not only focus on the business targets but the key resource issues. During this period there was much change in the business and the GM is now focused on the key project and has been able to get organizational resources to assist on the other issues.
- Team coach to six members of an action learning project, part of a global leadership program in which members were participants. As team coach, worked to use project environment to develop leadership competencies of each team member drawn from Hong Kong, China and Korea.

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**Career History****Corporate Coaching Partners Ltd  
Managing Partner**

In September 2001, Kate co-founded Corporate Coaching Partners (CCP), Hong Kong's first specialized corporate coaching company.

**Richard Ivey School of Business  
Director, Asia Marketing 1996-2000**

Kate joined the Richard Ivey School of Business in the start-up phase before facility completed in 1998. First Executive MBA class began in August of 1998.

**Kate Michelson**

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Responsible for developing and implementing a brand building and marketing strategy for the Ivey name and EMBA program as well as executive programs. Initiated and implemented marketing strategy that included advertising, direct mail and web-site promotion, policies and decisions. Wrote and developed brochures and advertisements. Worked with media to enhance brand awareness and built corporate awareness of Executive MBA program through extensive contact with Human Resources community and Managing Directors

Developed and coached marketing coordinator and program staff sales and customer service activities.

**Young Presidents' Organization, Asia/Australia/Pacific Manager, Regional Seminar Programs (1994-1995) Regional Conference Manager (1991-1994)**

( YPO is an international organization of more than 7,000 CEOs all whom have been appointed President/CEO of their firm before the age of 40.)

As Manager of Regional Seminar Programs, Kate was responsible for the planning, development, coordination, implementation, delivery and evaluation of Asia Pacific regional seminars. Her role as project manager in Korea, India, Thailand and Australia involved working with host chapters of Asian CEOs to design program, format budget, develop curriculum, write and implement communications plan.

**Business International Asia Pacific, Director Conference Unit. 1989-1991**

Kate organized and defined the Conference Unit as a single business unit.

**Chase Manhattan Bank:1982- 1987  
Chase Manhattan Bank, Tokyo**

Managed training and development for a bank branch with 545 employees.

**Area Training Officer, Chase Manhattan Bank, Asia-Pacific Area Office, Hong Kong**

Role developed to support Asia Pacific Country Managers and Country HR Officers in leadership and management issues. Consulted in Indonesia, Taiwan, Japan and Korea to country leadership to support and implement regional and country initiatives. Coordinated Asia Pacific Area Training.

Managed an annual three-month Area Management Development Program for high-potential Operations officers. Delivered and implemented a global program on financial services and Bank's vision and objectives. Designed product-training for investment bank. Delivered programs in Communications, Leadership, Presentation Effectiveness, Coaching and Counselling, Negotiation Skills, Selling and Sales Management.

**Manager, Research and Support Group, Chase Manhattan Asia Limited, Hong Kong**

Initiated and project managed program in investment banking products and client strategy for corporate bank. Managed and coordinated duties for a staff of five.

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**Education and  
Professional  
Affiliations**

- BA and MA from the University of Illinois and has completed exams for her Ph.D.
  - Graduate Corporate Coaching U Intl program in Asia
  - Accredited Training for Corporate Coach U's Coaching Clinic
  - Member International Coach Federation
  - Certified in Emotional Competence Inventory
  - Accredited TMS Team Leadership Profiler
  - Accredited administrator of assessment tools such as MBTI, DISC, PCSI and Firo B
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