



LIW | Leadership, not just leaders

Kevin Chu

Associate Consultant

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Kevin is a Canadian Chinese, based in Beijing. He has over 29 years of management, consulting, coaching and facilitation experience across a broad base of industries and sectors. His experience spans leadership development (design and delivering personal and team development programs), business coaching, sales and negotiation training and coaching, action learning programs, GPTW coach and facilitation, 4P Disc and MBTI coaching.

As an experienced bilingual consultant and subject matter expert in program design, meeting facilitation, strategic planning, team development, performance improvement and change management, Kevin's authentic, energetic and results-oriented approach helps people and organizations achieve tangible outcomes.

Kevin's business and professional experiences include: Vice Consul at Consulate General of PRC in Toronto, Canada (4years); Chief Representative for Marmonkeystone and Getz Brothers (both are Marmon Group member companies) in US and China (4 years); Consultant and Representative for Skandia in China (1 year); General Manager for two FMCG companies in China (6 years); General Manager for PAI in Dubai, UAE (2 years); Partner, primary consultant and coach for GLI and LMC for 5 years.

He has provided services for leading companies such as HP, Shell, China Mobile, EMC, Woori Bank, Skandia, Mann Hummel, YY Sport, Youku, Chia Tai Group China, Lenovo, Yihai Group, LotteMart, Mengniu Dairy, State Food & Drug Administration of China, Beijing Municipal Environmental Protection Bureau, Inspur Group, and others.

Mini Bio

- 29 years business and professional experience.
- Trainer, consultant, facilitator and professional coach
- General management, learning and development, consulting

Qualifications

- MBA, Rotman School of Business, University of Toronto, 1997
- Bachelor of Law, International Relations, Beijing University, 1986
- Bilingual capability: Good in English and Mandarin.
- MBL (Management by Leadership), Global Chinese Competitiveness Group (China & Taiwan) 2003
- Team Coaching
- Global Leadership Institute (US & China) 2009
- Certified Professional Coaching Program Asia Coaching Co. Ltd- ICF accredited organization, 2019