

## PROFILE: SIMON LEE



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### Background

Simon Lee has wide-ranging business management experience with P&L responsibilities including sales, customer service, product management and quality control. Simon's extensive and broad-based corporate experience spreads across the Information Technology, Telecommunications, Manufacturing, Storage and Services Industries.

Some of his senior level leadership roles included being Asia Pacific Director of Engineering at Quantum Corporation, Head of Customer Services for Knight Ridder Financials and Lucent Technologies in Asia and Country Services Manager at Digital Equipment Singapore.

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### Coaching Experience

Simon Lee is one of Asia's pioneer executive coaches specializing in leadership development and strength-based change. Simon focuses on raising awareness of self and generating responsibilities to enhance professional performance and impact on others, effecting changes required for delivering sustainable high performance in a high-pressure environment. He believes the vital factor in thriving on pressure and moving to higher levels of performance is the development of mental toughness. Simon shows deep respect for his clients as whole persons and their situation and his coaching is based upon mutual trust, commitment, action and results.

Some of his recent coaching assignments include executive coaching for C-level leaders, team coaching for senior management teams, integrated talent coaching program for high potentials and leadership coaching skills for general managers. Simon has done work in Thailand, China, South Korea, Malaysia and Egypt.

He is also a Mentor Coach to aspiring internal corporate coaches and have worked with many large corporations including AIA, Citibank, DSM, EON Bank, Infocomm Development Authority of Singapore, Johnson & Johnson, Microsoft MSN, National Starch & Chemical, Ogilvy, Petronas, ST Electronics, University of Malaya, etc.

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### Additional Information

Simon is the first Certified Solution Focused Coach in Asia. He is trained in Switzerland and is accredited by the Canadian Council of Professional Certification, the Association for Coaching, UK and the International Coach Federation, USA. Simon is also certified to administer the following instruments: DISC, Extended DISC, TEAM, STRESS, LINKAGE LAI<sup>MT</sup>, OPQ32 & EQi.