



## China: Steven Ye

**Location:** Guangdong  
**Nationality:** Chinese  
**Languages:** English / Chinese



Steven is a highly experienced executive coach with a background in programme development, specialising in executive coaching and the creation of customised coaching skills workshops. Since establishing his coaching practice in 2007, he has supported the professional development of over 500 clients through his unique blend of instinctive and tactical coaching skills. His focus and expertise lies in leadership development, team management and personal growth.

Having completed more than 2,700 coaching hours to date, Steven has a wealth of experience in the field of executive coaching. His coachees come to him from a vast array of industries, from both medium and large companies. He prides himself on his ability to guide his clients to achieve their goals whilst simultaneously unleashing their inner capabilities.

Before embarking on his coaching journey, Steven held a variety of senior executive positions over two decades, including Deputy General HR Manager and then Vice President of a bank and Strategy Committee. Throughout his corporate career he fully committed himself to executive leadership development and core talent development. Working with the ICF, he developed the ACSTH ICF certified programme, *Tao of NLP Coaching*. Additionally, he served as a mentor for various ICF courses and has trained a large number of Professional Certified Coaches (PCC) and Associate Certified Coaches (ACC). He has also participated in many executive coaching programmes.

### Specialisms include:

- Executive coaching
- Career coaching
- Life coaching
- Team management

### Sectors / clients include:

- Banking / finance (eg, Shunde Rural Commercial Bank, Nanhai Rural Commercial Bank, China Merchants Securities etc)
- Pharmaceutical industry (eg. Sanofi, Roche, etc)
- Manufacturing / engineering (eg, Panasonic, Ford, China Changan Automobile Group, Caterpillar, Dong Peng Ceramics, Shenzhen Smoore Co, TY Lin International, etc)
- Technology / IT (eg, Admaster, TTM Technology, Tencent Technology, Alibaba Group etc)
- Misc (eg, English First Ltd, Powerlong, State Grid Corporation of China etc)

### Qualifications include:

- Master Certified Coach (MCC) – International Coach Federation (ICF)
- EMBA (Sun Yat-sen University)
- BA English Language and HR Management (Guangdong University of Foreign Studies)
- Two years postgraduate study in Applied Psychology