



# SINCIA YUEBO SHI

CERTIFIED EXECUTIVE & LEADERSHIP COACH, MBA, PCC

## OVERVIEW

Sincia Yuebo Shi is a certified coach and former Vice President of a Fortune 500 company. She specializes in Executive Coaching, Career and Leadership Development. Her passion is to inspire and develop future leaders, with special interests in women and minorities. She is an independent coach for Rice University Doerr Institute for New Leaders; and an Advisor for the Tsinghua University Global MBA Program.

As an International Coaching Federation Professional Certified Coach, Sincia provides individual coaching, group coaching, leadership essential skills workshops and is a frequent guest speaker in career forums. Her coaching clients include high potentials, managers to senior executive leaders, and board of directors in Hi Tech, Energy, Financial, Healthcare and Fashion industries, universities and non-profit organizations. She truly believes everyone has great upward potentials and she focuses more on clients' intrapersonal and interpersonal transformational change.

Prior to starting her work as a coach, Sincia served in many senior leadership roles with Baker Hughes, a global leader in the energy industry, including Vice President of Supply Chain Global Materials; Vice President of Russia Caspian region owning large P&L (Profit & Loss) and had around 1,800 employees under her leadership. She had a very diverse background earlier in her career through leading Baker Hughes division's Global Marketing & Business Development, Strategies, Acquisitions & Divestitures, Product Development Processes, Region Engineering and Operations. She has strong business and commercial acumen, is a critical and strategic thinker good at solving complex challenges, and is known for leading & developing future leaders. Sincia has lived in China, U.S. and Russia.

## EDUCATION

- 139 hours of executive coaching training, Envision Coach Training, Houston, TX
- M.B.A., Duke University, Magna cum laude, Durham, NC
- B.S. in Chemistry, Tsinghua University, Beijing, China

## CERTIFICATIONS

- International Coach Federation (ICF) Professional Certified Coach (PCC)
- Certified Emotional Intelligence (EQi 2.0) and 360 Consultant
- Certified Hogan 360 Consultant

## WHAT CLIENTS SAY

"Enjoyed the unique executive coaching from Sincia and sharpened my interpersonal skills during her 1-1 session! Sincia always uses open questions to encourage me to explore different perspectives/options in the communication. Finding the common ground, accepting others as individuals with empathy, then working out a win-win solution are solid cornerstones to build me as a positive influencer in the workplace!"

- **Founder & President, Energy Consulting Company**

"Our board members are very happy and reinvigorated after your group coaching. Thank you very much!"

- **President of a Non-Profit Organization**

"It was enlightening to hear you speak and address many personal and professional aspects of career development"

- **Professor & Director, a Public University**

## CLIENTS ARE LEADERS AT THESE REPRESENTATIVE COMPANIES

Shell · Baker Hughes · Microsoft · Amazon · Dell · HP · Philips Oral Healthcare · Bridgeway Capital Management · Rice University Doerr Institute for New Leaders

## AREAS OF EXPERTISE

- Leadership Development
- Executive Onboarding
- Goal setting & internal motivation
- Building self-awareness & confidence
- Managing Anxiety & Stress
- Influencing & working with others
- Leading & developing team
- Effective negotiations
- Innovation & change management
- Intra & Inter Personal Conflict Resolution
- Crisis leadership
- Cross culture transition
- P&L (Profit & Loss) Management
- Supply Chain Management
- Operational Excellence
- Marketing & Business Development
- Strategic planning
- Acquisitions & Divestitures
- Commercial management
- New Product Development Process
- Lean Process Improvement
- Career Development
- Diversity & Inclusions

## RESULTS: TRANSITION TO TRANSFORMATION

*“Sincia has a warm, friendly demeanor and I found it easy to speak with her. She listened attentively and easily separated fact from emotion. She helped me focus on a few key areas which I could personally influence and change. What was so unique about the experience was that Sincia didn’t offer me answers but helped guide me to self-realization and self-improvement. I found that in several cases, I was my own personal obstacle to success.*

*Because of Sincia’s excellent coaching skills, I now feel much more confident in the workplace. The change is noticeable not only by colleagues in the workplace, but by friends and family as well.*

*Sincia demonstrates the highest level of integrity and genuinely cares about her clients and their success. I strongly recommend her and think she would be a tremendous asset in helping any senior leader discover new strengths and carve out a new pathway to success.”*

### – A Senior Manager with a Fortune 500 Company

*“Sincia is incredibly capable of listening to my challenges and partnering with me to distill down the root issues that I have trouble recognizing myself. Her presence is that of a calm and confident professional which enables her to quickly create sincere, authentic relationships with others. I have never questioned the fact that Sincia truly cares about my development and growth- both as an individual and as a leader.*

*Along with her caring approach, Sincia’s experience and background enables her to understand my issues quickly and provide questions, feedback, and challenge from a relatable position. She often provokes me to look at concepts from additional viewpoints which opens possibilities I hadn’t recognized before. In many situations, Sincia’s challenges have reframed my mindset to think broader, clearer, and more succinctly about challenges moving forward.”*

### – An Operations Leader with a Fortune 500 Company