

## Coach Bio

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### **Bernard Miu**

#### **Managing Partner**

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Bernard is a senior executive coach to business leaders in the Asia Region, with direct experience of coaching at the Managing Director level.

Bernard 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**

Bernard is a seasoned business leader and manager with extensive corporate line and staff experience.

He was with Union Carbide for 30 years having worked and lived in Hong Kong, Singapore and the U.S. in the local office, regional office and headquarters environment. Bernard has had first hand experience in working through periods of stability, growth, downsizing, cultural change, re-engineering and merger.

He was Managing Director for Greater China of Union Carbide for 7 years before retiring from the company. Bernard managed five companies including three joint ventures in China and had extensive experience in working with joint venture partners and developing local nationals.

He has had operating experience on business management, general management, TQM, re-engineering, marketing and human resources management.

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#### **Recent Coaching Assignments**

- Feedback coach to several senior executives following the completion of a 360 competency study
  - Provided shadow coaching and feedback to a Managing Director of a large US multinational, based in Shanghai 4 to 6 assignments
  - Acted as internal coach to several key leaders of Union Carbide as part of his leadership role
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#### **Career History**

##### **Corporate Coaching Partners Ltd Managing Partner**

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

##### **Managing Director – Greater China. Union Carbide Asia Ltd. Hong Kong 1994-2001**

Bernard was accountable for managing Union Carbide's businesses in China, Hong Kong and Taiwan with an annual turnover of US\$280 million and a staff of 270. He was the Chairman of the Board and General Manager for two Joint Ventures in south China and Managing Director of a Hong Kong company which was positioned to support all business activities in China. Two General Managers, one of a JV in Shanghai and one of a marketing company in Taiwan reported to

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**Bernard Miu**

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Bernard. He was also the Line of Business Manager for textile products under the Latex Strategic Planning Unit for Asia Pacific. He provided, developed and leveraged resources within Greater China for strategy implementation of various Union Carbide businesses and he integrated diverse interests and activities to achieve business growth and profit targets.

Bernard joined Union Carbide in 1970 and held various functional roles, including quality, sales and human resources. During his career, he lived and worked in Singapore and the United States.

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**Education and Professional Affiliations**

- B.A. Geography & Geology
  - M.A. Comparative Asian Studies
  - International Senior Management Program – Harvard Business School
  - Certified Coach Facilitator – CCUI
  - Graduate of Corporate Coach U Inc.
  - Member of the International Coach Federation
  - Certified in Emotional Competence Inventory
  - Accredited administrator of assessment tools such as MBTI and PCSI
  - Chartered Secretary – General & Financial Administration
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