

Coach Bio



PERRY LAM

Executive Coach

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Perry is an executive coach to CEO's and business leaders in the Asia Region, with direct experience of coaching at the "C" Level within the hi-tech, financial services, petro-chemicals, transportation, and Korea "Chaebols".

He is an Associate of Corporate Coaching Partners, Asia's leading firm of executive coaches.

Professional Expertise/Services

Perry is an experienced and qualified Executive Coach, Corporate Trainer, and International Business Leader with experience in leadership development, team development, communications, sales, marketing and customer service.

His current clients include Managing Directors, Regional CEOs, CIO's, CMO's and major heads of function in the financial services, manufacturing, hi tech and petro-chemical. Perry is particularly effective when coaching on issues of leadership effectiveness, communication style, cross cultural alignment, Sales & Marketing and entrepreneurship. In working across borders, and within different industries from high tech to financial to oil and manufacturing Perry has developed and offers a flexible approach based on the Coachee and Client's requirements.

Perry is committed to working with business leaders to improve their effectiveness in their careers, as well as the quality of their lives. He combines the art of coaching with a pragmatic understanding of the challenges and rapid change facing today's business leaders. His focus is to facilitate individual change that will enable the business leader to become self-correcting and self-generating in their performance. He works to identify practical, and yet profound ways to create significant and lasting results for both the individual and organizations.

Perry was previously responsible for developing leaders and sales champions at DHL Worldwide Express, where he served as Regional Director, Sales to the Country Sales Directors and their teams across the organization in Asia Pacific. He initiated the DHL "Sales Force Academy and Leadership Centre" which included the Internal Coaching program. He also led a broad range of strategic leadership initiatives and management development programs, globally, regionally and on a country basis.

He has held numerous Regional and Country leadership roles having lived in Hong Kong, Korea, Japan, Philippines and China which has contributed to his strong sense and appreciation of Asia and Western business practices and cultural awareness. This along with his strong corporate background and wealth of experience of working closely with senior level executives has been essential in his effectiveness as an Executive Coach.

Perry is also a very active leader in the Hong Kong Business Community where he is the founding President of the Hong Kong Roundtable of the Council of Logistics Management. He also serves as convener of the Hong Kong Logistics Council HR-Logistics task force, and member of the Hong Kong Government Education and Manpower planning advisory work group. In previous years, he has served as Co-chair of the Logistics and Transportation Committee of the American Chamber of Commerce.

Recent Coaching Assignments

Perry's coaching clients have included expatriates as well as local nationals from Hong Kong, the PRC and Korea.

- Piloted a Korean "Chaebols" CEO Coaching Program working with their

Perry Lam

"HPI" leaders in preparation for their next roles of taking on greater Regional and Global business responsibilities. This included understanding and developing leadership styles to more effectively manage cross cultural teams. At the conclusion of the individual Coaching session Coachees were promoted and are now in larger roles in terms of revenue, staff, and geographic reach.

- Executive Coach to an Asian President of a Multinational Financial Services Institution who was recently promoted. Coaching assignment focused on transition coaching to nurture the leadership and communication styles behaviours of the newly promoted President.
- Executive Coach a European CFO who had recently arrived in Korea to head up a new entity as a result of an M&A. The focus was to accelerate the development and success of this executive as a "Change Leader" in building and leading a "High Performance Team" which was critical to the overall success of the Organization. A number of intensive interventions were incorporated including "Shadow Coaching" and Team development initiatives style to build upon the coachee's influencing and communications skills.
- Executive Coach newly appointed Sales Director in the Hi-tech sector. The coaching objectives were focused on further heightening the behaviours in leading the team in a more decisive yet team oriented manner versus a "Directive" leadership style. The critical issues were based on developing the Sales Director to empower and lead the Sales team to greater effectiveness, efficiency and overall business results. The outcome was increased revenue performance of the team and at the same time enhancing employee retention.

Career History**Leadership & Advanced Management Institute Ltd.****Founder**

In 2002, Perry founded the LAM Institute Ltd., Korea's first Executive Coaching practice. In addition to coaching, specializing in Corporate training for business executives and their teams in Asia.

DHL Worldwide Express**Regional Director, Sales, Asia 1995-2002**

Perry was responsible for the planning and execution of DHL's Annual Operating Plan for the Sales of the countries in Asia Pacific to ensure strategic goals and revenue performance are met. This included working with the various Country Sales Directors as well as establishing a Global Accounts Sales Team based in Hong Kong. In addition to that, he established and managed Japanese, Korean Sales Directors based in the International business centres throughout Europe, North America, and Asia to capture major Asian sector business opportunities.

Prior to 1995, Perry held numerous Regional and Country roles and lead numerous strategic initiatives

Xerox Corporation**Sales Executive (1979-1982)**

Sales Executive responsible for US Government accounts based in the USA

Education and Professional Affiliations

- Bachelor of Business Administration from William & Mary
- Executive Program from Wharton, Columbia and the Cranfield School of Management
- Accredited Training for Corporate Coach U's Coaching Clinic
- Member International Coach Federation
- Accredited administrator of assessment tools such as DISC, PCSI and

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