



## SIRU HEINO

### ASSOCIATE

Siru has accumulated coaching experience since 2009. She brings together professional experience, as well as her own transformation from a business executive to an executive coach to advance greater individual and organizational awareness, effectiveness, and performance.

She is dedicated to life-long learning and regularly practices yoga and golf for physical, mental, and spiritual renewal. She believes that when we profoundly grow, we will not only improve ourselves, but also create a legacy we would be proud to leave.

### TESTIMONIALS

"She is a great listener, observer and able to probe right questions to help me understand the core of the matter/s. Siru gave me constructive feedback and inspired me to see things from different perspectives. During the whole coaching process, I have seen myself venture out of my comfort zone and gain strong confidence."

- **EXECUTIVE VP, MNC**

"Siru's presence offers a calming effect, providing a shield that allows deeper engagement leading to real exploration and growth. From her commercial experience and teaching credentials, she innately asks the appropriate questions and balances empathy and encouragement. Siru's wisdom and credibility help her to relate to every type of executive profile and background."

- **EXECUTIVE VP, MNC**

### QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ▪  
Accredited Organisational Coach, IECL ▪  
Brain Based Coaching, Neuroleadership Group ▪  
Enneagram Coaching, Lapid-Bogda ▪  
Ontological Coaching, Newfield Institute ▪  
Member of International Coach Federation (ICF)

### COACHING EXPERIENCE

Siru has worked with mid-level managers to C-suite leaders straddling diverse industries, including supply chain, fashion, entertainment, higher education, oil and gas and FMCG in Asia, Europe, and USA. She coaches face-to-face or virtually. She works with executives to further their leadership skills, authenticity, resilience, and confidence, enabling them to lead and develop their teams with greater impact and ease.

### COACHING STYLE AND APPROACH

Siru adopts a holistic approach to coaching to create a profound impact, affect lasting change, and understands that how people show up at the workplace is a result of who they are. Clients appreciate her curiosity and calming presence, which allows a deeper engagement, leading to exploration and transformation. She combines understanding of personality styles to neuro-leadership and mindfulness and embeds these approaches in her way of working.

### BUSINESS EXPERIENCE

Prior to transitioning to coaching, Siru was an accomplished marketing and branding executive in the FMCG sector for almost two decades, leading multi-cultural teams across Northern Europe and Russia. In Hong Kong, she has worked in leadership development consultancy, as both a coach and facilitator, and held an in-house role with a MNC in capability development, serving top 3000 global leaders.

### AREAS OF EXPERTISE

- Developmental coaching for sustainable leadership and improved impact
- Transition coaching for leaders new to an organization or role
- Personal branding for leadership authenticity
- Coaching for enhancing personal and team resilience

### PREVIOUS ENGAGEMENTS

- **Regional Business Director, Luxury** - coaching enabled counterpart to transition into a new organisation and find confidence in his leadership artistry.
- **Country Manager, Sourcing** - coaching supported coaching counterpart with managing and leading an organizational change and with restructuring.
- **Executive VP, Fashion** - coaching assisted counterpart to sharpen communication with seniors and manage stress and emotional responses during challenging times.