



# KAREEN WOO

## THRIVERS COACH

- Associate Certified Coach (ACC) by International Coaching Federation (ICF), US
- Specialised in Executive & Leadership Coaching
- Vice President, ICF Malaysia Charter Chapter

“ When not coaching, I enjoy cooking, reading, and connecting with my family and friends over a cup of coffee. I practice a ‘No Mobile Data’ on Sundays to spend quality time with myself and my family, doing self-reflection and mindfulness exercises. I practice pilates and play golf and tennis to keep myself physically and mentally fit.”

- Kareen

## ACHIEVEMENTS

- Certified Advanced Solution-Focused Coach
- Certified Red Team Coach Practitioner
- Certified People Coach Program
- Certified Point of You @EXPLORER
- Accredited HRD Trainer (HRD Corp Malaysia)
- 2022 Top New Speaker by Vistage Malaysia & Singapore

## CONTACT ME

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Kareen ventured into the world of entrepreneurship early in her career and ran two start-ups. When she felt fulfilled, Kareen decided to return to the corporate world and sold both her businesses.

In her corporate career, Kareen took on a variety of leadership roles. This included being the Customer Engagement Manager at a leading jobs portal that is based in Singapore. During her tenure with the company, she took on the project to build a customer engagement office in Malaysia from scratch. Subsequently, Kareen joined a Malaysian media conglomerate as the Sales Manager.

Recognised for her performance, she was promoted twice during her tenure with the company. Her last position was the Senior Assistant Vice President, Media Sales. Her role required her to work closely with the channel partners to promote, develop, and execute campaigns to achieve an average annual sales target of RM60 million. Kareen moved up to be the Chief Marketing Officer at a leading Fast-Service Restaurant in Malaysia. She was responsible for the rebranding and marketing strategies. Kareen also has senior group marketing experience in the hotels and hospitality industry.

With more than 20 years of extensive corporate and business experience in sales, marketing, and general management across various industries and organizations, Kareen is best known for her leadership, power of influence, and sharp business acumen in identifying growth strategies. Kareen believes in the power of people and that with the support of authenticity, resilience, and influence, leaders can achieve their professional goals.

Since 2019, Kareen has been a full-time accredited executive coach (ACC- ICF), a leadership and strategic planning workshop facilitator, and an entrepreneur. She works closely with individual leaders, high-performing teams, and clients in different industries.

“Kareen is a great listener and a natural coach who has the ability to lead me to speak up my issues and guide me to look at problems in different ways. Her coaching was the start of my journey into leadership role and she often challenged me to think beyond just work deliverables, more of what a leader does. She got me to think of my goal, identify what needs to be changed to achieve my goal and execute them. Through the sessions, I’ve learned to empower my team by encouraging them to take on greater responsibility and accountability. Kareen’s coaching definitely helped me to discover my true potential as a leader and I am more confident to lead the department now”

**Jassie Gan**

**Head of Department, Marketing**

**Mitsubishi Motors Malaysia Sdn Bhd**

“I have attended Kareen’s People Leaders Program together with our leadership team’s colleagues a few months back. I would conclude that Kareen has successfully change the paradigm and our understanding of leadership to the core. The contents shared is very practical and the ability of Kareen to instils it into every individual beyond the classroom is impressive and commendable. We are glad to witness the new knowledge and skillsets are now brought into our daily life (personally and professionally) by our people after sessions. We look forward for future training with her”

**Ooi Boon Sheng**

**Chief Executive Officer**

**Web Bytes Sdn Bhd (Xilnex)**

## Client’s Portfolio

