

YOLANDA YU

ICF MCC, STCC, MBA

Coaching Specialization

C-suite leaders and top leadership teams who are courageous enough to be uncomfortable.

Operator Experience

Regional Director at Mastercard and Visa

Led the commercial M&A of Alibaba-Lazada

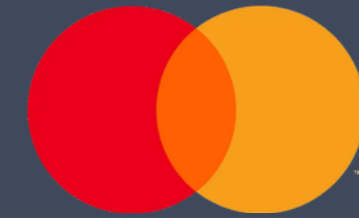
CEO of helloPay, now part of Ant Financial

Other Professional Identities

Coach for executives and MBAs at INSEAD Business School.

Start-up mentor and Venture judge.

Award-winning Penguin Random House author.



COACHING METHODOLOGY: SEE•D

A Team-Led Coaching Experience

Systemic

Team maps their relational landscape: How does team relate to stakeholders, customers, and the broader ecosystem? Why does it exist?

Echo

Team hears its own voices reflected in real time, learning how its behavioral patterns shape outcomes.

Empower

Team learns to recognize and lean into its own resources. Team integrates toolkits for high-stakes negotiation, communication, and strategic decision-making.;

• **D**isrupt

Team turns insights into concrete changes, bold actions, and tangible business impact.

SELECTED CLIENTS



"Yolanda coached various members in our founding team. We learned to better work with each other by **managing conflict** and **negotiating** for better outcome. To engage her was one of the **highest ROI** activities I ever made."

— **COO & Co-founder, FinTech firm backed by Sequoia**

"In the 8 months working with my team, Yolanda's **decoding of core issues** is exceptional; she brings a perfect blend of research and practical application to **drive real impact.**"

— **Amit Mohta, CSCO, Unilever International**

"Yolanda's coaching profoundly transformed my **executive presence**. From being a technical expert, I stepped into true people leadership."

— **Principal, Top 10 global PE firm by AUM**

"Yolanda taught me to manage a company at a **systemic** level. She coached me to leverage my resources and give clear directives, empowering me to resolve complex challenges on my own."

— **CEO, Major Transportation Company, Singapore**

"The conversation you can have in a team coaching session is nothing short of amazing. It helped us to re-align our interests, focus our individual energy towards **real, collective growth.**"

— **Diana, Founding partner of a legal firm**

Accreditations & Trainings

MBA, INSEAD Business School

Master Certified Coach (MCC), International Coach Federation (ICF)

Systemic Team Coaching Certificate, Academy of Executive Coaching

Organizational and Relationship Systems Coaching (ORSC) By CRR
Global

Brain-Based Coaching, NeuroLeadership Institute

Advanced Certificate in Team Coaching (ACTC), ICF (estd. Apr 2026)

Psychodrama (Trauma therapy) with 100+ practice hours

Agile Certified Scrum Master; Scrum Product Owner

Hogan 360; Hogan Leadership Assessment

High Performance Team Assessment (HPTA)

Team Connect 360 (TC 360)

Group Development Questionnaire (GDQ)

CCL Benchmark 360

Foundational Interpersonal Relational Orientation

(Firo-B)

Workplace Big 5 Profile

Leader Network Diagnostic (LND)

Yolanda Yu

 +65 91845306

 yolanda@reperspective.coach

 <https://linkedin.com/in/yolandayumm>