



## Mina J. Lee

Executive Coach & Strategist

AUTHENTIC LEADERSHIP, EMOTIONAL INTELLIGENCE, TEAM CULTURE



***"She is the best I coach I ever worked with - and I have worked with quite a few."***

*- Tina Dreimann, Founder of Better Ventures*

## Approach

I am passionate about building cultures of authenticity, creativity, and cohesion. My approach works with the intellect, emotions, body, and nervous system for sustained transformation. My background uniquely integrates practical business with ancient wisdom and neuroscience. Due to my work with clients across the US, Europe, China, and Southeast Asia, I bring cultural sensitivity and diversity to the transformation process.

I coach individuals, train leadership teams, design and facilitate events involving strategy and culture, and deliver long term culture change programs.

My clients often tell me how surprised they are at the depth of transformation and results that can be achieved in a short amount of time.

*I have a B.S. in Finance, Economics, and Social Entrepreneurship from Stern, NYU. Previously, I was Managing Director of Coaching and Programs at Abroad, a Boston Consulting Group and World Bank Consultant, and Chief of Staff and Chief Operating Officer for Xiaomi Southeast Asia.*

# Testimonials

"Being CEO of a mission-driven company while investing in personal relationships and self-care is not an easy balance. Mina brings **immediate relief and greater connection to the most important relationships in my life**. If you are willing to self-examine and want **rapid and effective transformation**, I cannot recommend Mina highly enough."

**Ben Rattray**  
Founder & CEO Change.org



"What's unique about Mina is that she can work with all parts of me -- the CEO, mother, wife, daughter, sister, and inner 2-year-old and teenager. She helps me integrate these roles, experience deeper vulnerability, and relate to the one beneath the roles - without a mask.

Working with Mina, I feel more connection, alignment and self-love. I'm able to balance serious execution with relaxation, rest, and joy. She is an incredibly powerful coach that will welcome your whole person and stretch the perspective you have of yourself and the world. "



**Rachael Chong**  
Founder & CEO Catchafire.org

"After scaling multiple tech companies, I realized my intellectual intelligence was ahead of my **emotional intelligence**. After much external success yet still feeling like something is missing - some aliveness, Mina helped me slow down, feel, and wonder into **what really makes me happy and what my true purpose is.**"

**Hiroaki Mizuno**  
Launched Square and Paypal in Japan



# Testimonials

"Executive coaches over the years brought new levels of awareness and empowerment, boosting performance and business results. **Mina is extraordinary and took things to a new level.**

She is **relatable, deep, and intense** with impressive intellect, business experience, and Far East spirituality. A superpower is that Mina is **always present** and in the moment – she tracks conversations, makes insightful comments, asks the right questions at the right times, raises awareness, moves things forward, and gets results. **The process and results are crazy good in often new and surprising ways.**

**I feel I'm a more effective executive and more importantly, a better person."**

**Marty Chuck**  
Former CIO Electronic Arts



**"Mina helped me transform my fears and anxieties into power and passion."**  
- Tina Dreimann, Founder Better Ventures

"While I had worked with executive coaches previously, Mina uniquely held the more **complex worldview** and alignment that I wanted. Mina made it **safe** for me to **explore the inevitable conflicts** that arise during a life transition.

She helped me **train my intuition and breakthrough to new ways of thinking.** I've experienced more **synchronicity** and **new opportunities emerge almost effortlessly."**

**Hillary Garris**  
CFO Happify



**"I have never met a coach who infuses so much beauty and love into transformational work along with strong structure and intellect. It's very healing to be held with this balance."**  
- Giovanna Garcia, Entrepreneur and Mentor

# Testimonials

## LEADERSHIP RETREATS & TEAM CULTURE



“

**That's the best strategy meeting I've ever had.** I never expected the revelations during the week and the range of emotions along the way...truly fun & inspirational.

- Emily Hamilton, Chairwoman

***"Mina is like a truth serum - she always gets to the crux of issues."***

- Sarah Hamilton, MD Supernova Australia



“

Mina created a very **warm and productive** atmosphere. The mix of creating a positive state thru powerful exercises, impartial facilitation, yet asking the hard questions and providing strategic advice upon request resulted in **bringing the leadership team closer together and having a tangible action plan** for the next year.

- Alex Ostrowski, CEO & Co-founder



“

I've done a few of these workshops but **this has been far and away - the best.** I feel like I've been **completely engaged the whole time.** It's been a little bit of everything - **workshop, team building, and mindfulness.**

- Saira Mason, Global Head of Brand S&S

2021 VIRTUAL  
LEADERSHIP  
RETREAT

SUPER  
NOVA

“

You can ask one question and get at the **heart of someone's experience.**

“

Amazing **energy.** Thank you for helping us to feel so **safe and validated in our vulnerability.**

“

One of the most **insightful** people I have ever known. She can quickly see the **core of a person's desires and fears.**

***"She was compassionate and pushed us to breakthrough our views."***

3-MONTH  
BREAKTHROUGH  
WORKSHOP



GitHub