

Eric Xu
Facilitator/Coach



Eric has specific expertise in helping clients unlock growth and organisational improvement through customer/employee centricity, with a focus on strategy, customer experience, and organisational engagement. He also provides career development coaching to undergraduate and graduate students as well as young professionals.

With over seven years of corporate strategy and management experience in China and the US, Eric has extensive experience as a strategist serving multiple types of clients from Fortune 500 MNCs and local private companies to collaborating partners from Asia, North America and Europe.

Eric was an Associate Director in Kantar Vermeer of WPP, a marketing and branding strategy consultancy. Prior to Kantar Vermeer, he worked as senior consultant at Gallup and Towers Watson, where he worked with leaders and organisations to achieve breakthroughs in employee engagement, leadership development and customer engagement. He also held positions in industry strategic planning at the Colorado State Government and business management in West Airport Group in China.

Eric is the President of the Cambridge Judge Business School (CJBS) Alumni Group in China. His main effort is to make the alumni network in China stronger. Eric has a comprehensive business education background and holds an MBA from the University of Cambridge and a masters degree in organisation and management from the University of Colorado. He also holds a bachelors in marketing, and a masters degree in management in China.

With a diverse background in business and strategic thinking, Eric develops his coaching and training based on the in-depth understanding of the business models and strategies of each organisation. He believes in self-awareness and leverages the power of revealing one's organisational self-awareness during coaching and facilitating sessions to co-create creative solutions with clients.

Eric is passionate about natural beauty and loves outdoor activities. He is very interested in providing pro-bono events and sessions for young professionals to discover individual strengths and identify future career possibilities.